AUGUST 20, 1951

BROADCASTING
TELECASTING

WHO IS NOW FAR BETTER BUY THAN EVER BEFORE!

	BEFORE	NOW	INCREASE
Area Inside .5 Millivolt Contour (Square Miles)	84,500	89,000	5.3%
Population Inside .5 Millivolt Contour	3,890,000	4,100,000	5.4%
Area Inside Nighttime Fading Zone (Square Miles)	73,000	125,300*	71.6%
Population Inside Nighttime Fading Zone	3,162,400	6,096,300	92.7%

*Area of Iowa is 52,680 sq. mi. Population figures based on 1940 Census.

WHO is the only 50,000-watt, 1-A Clear Channel Station in Iowa. Daytime listening area includes nearly all of Iowa, Southern Minnesota, Northern Missouri and Western Illinois. BMB Report #2, March 1949, showed Daytime Audience of 639,330 families in 167 counties; Nighttime Audience of 719,670 families in 280 counties. Simple summary on request.

Since the BMB report was issued, WHO has completed one of the most modern plants in the U. S. The latest in 50 KW transmitters and, more important to coverage, an innovation in AM broadcast antennas has been installed. The 780-foot, 300° vertical-directionalized antenna increases coverage day and night as shown by the above table.

Iowa Radio Audience Survey Figures

The 1950 Edition of the famed Iowa Radio Audience Survey (made before the installation of the new equipment mentioned above) shows that Iowa radio-set ownership is at an all-time high—98.9% of all Iowa homes in 1950, compared to 91.4% in 1940.

Furthermore, multiple-set ownership has increased tremendously—48.8% of Iowa's radio homes now have two or more sets, compared to 18.2% in 1940. Sets make today's audience: In Iowa homes equipped with two sets, 38.9% of the families report daily simultaneous listening to both sets—in homes equipped with three or more sets, 61.8% of the families report daily simultaneous listening to two or more sets.

The result is that the average 1950 Iowa home accounts for 13.95 "listener-hours" per weekday. WHO, of course, continues to get the greatest share of Iowa listening. *One of 57 Iowa AM stations, WHO is "listened-to-most" by 37.5% of Iowa's radio families, daytime, and by 43.9%, nighttime!*

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Look this is television in the **WHAS** tradition...

Now the NATION'S MOST POWERFUL TELEVISION STATION

50,000 WATTS, ERP

Audio: 25,000 watts, ERP

Long before WHAS-TV went on the air over a year ago, plans were made to insure the maximum television enjoyment for the maximum number of viewers in Kentuckiana. These plans included a 12-bay, high gain antenna—still the only one of its kind in service.

With the recent authorization to increase our power, this antenna permits WHAS to transmit the *nation's strongest television signal* . . . giving more TV enjoyment to more viewers . . . offering the advertiser more for his money in Louisville.

More than Twice the power of Louisville's second station!

WHAS-TV
Louisville, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

KNOCK OUT

ONE WORD, HAVING TWO MEANINGS

WSAR

ONE STATION, COVERING TWO MARKETS IN FALL RIVER-NEW BEDFORD

- No outside station adequately covers the Fall River-New Bedford Market throughout the day.
- Only one outside station gives adequate coverage at any time of the day before 6 pm, and then only during network time.*
- Buy WSAR-ABC in Fall River New Bedford to sell in Massachusetts 3rd Market.
- For the complete story, contact your Headley Reed Salesmen.

* Hooper Audience Index by two hour periods 8 AM - 6 PM, Winter 1950.

WSAR

5000 W ABC FALL RIVER-NEW BEDFORD

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

BROADCASTING TELECASTING

...at deadline

Closed Circuit

TENTATIVE approval given project proposed by Col. Howard L. Nussbaum, now radio-TV director of Harry B. Cohen, New York agency, whereby selected agency personnel would visit European area for indoctrination preparatory to presentation of top broadcast shows from abroad. Procedure would expedite production of regular shows while casts are participating in troop as well as civilian entertainment. Col. Nussbaum, former radio-TV chief of Army, was largely responsible for combat reporting during last war.

THEY WON'T HAZARD why, but station executives and representatives report almost unprecedented activity by agency radio buyers for fall placement. New season, they predict, could well be all-time high for national spot, eclipsing 1950 net time sales total of $125 million which represented better than 25% of total time sales for year (see story page 19).

WHILE RCA-Victor has no immediate plans to enter white goods lines (refrigerators, washers, etc.) it is surveying field and may acquire existing plants. Victor's vast distribution organization made to order for such expansion, and Frank M. Folsom, RCA president, one of nation's foremost experts on merchandising, hasn't lost his touch since days he ran Montgomery-Ward and afterward put together Victor organization.

COVERAGE of political conventions next July to cost AM and TV networks between $6 million and $7 million, according to curbstone estimates. NBC and CBS alone would spend around $2 million each, it's expected, including payments for both radio and TV commercial schedules preempted and reimbursements to advertisers and cancelled talent (see story page 23).

REPORTS CONTINUE on good progress being made in all-electronic color experiments of combined manufacturing and licensee groups. Best indications are that sometime next year formal field-testing will be sought in application to FCC. Production of receivers, transmitters, etc., not now anticipated prior to 1953. UHF, it's felt, also is that far away.

NEW CHANNEL 8 TV outlet in Atlanta, acquired by Broadcasting Inc., expected to use call letters WLTV, which already has been cleared with FCC. Assignment won't be formally made, however, until station using former facilities of WSB-TV (now assigned to Channel 2) is ready to take air—expected in October (see story page 28).

SUPREME COURT may take Scripps-Howard appeal and rule on FCC newspaper ownership policy [BROADCASTING • TELECASTING, Aug. 13] in belief of some Washington legal observers. They reason: Court has on docket appeal of *Lorain* (O.) *Journal* from anti-trust conviction for refusing to take advertising from local merchants who advertised on WEOL Elyria-Lorain and justices may feel that both cases would give them a chance to "make newspaper law."

Upcoming

Aug. 20: BMI Clinic, Penn-Harris Hotel, Harrisburg, Pa.
Aug. 21: BMI Clinic, Mayflower Hotel, Akron Ohio.
Aug. 22: BMI Clinic, Roanoke Hotel, Roanoke, Va.
Aug. 23-24: NARTB District 4 Meeting, Roanoke Hotel, Roanoke, Va.
Aug.23-25: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va. (BMI Clinic Aug. 24.)
Aug. 25: Hearing on nomination of Frieda B. Hennock, FCC Comr., for Federal judgeship, Senate Office Bldg., Washington.
(More Upcomings on page 34)

Bulletins

PREDICTION that today's 107 TV stations in U. S. will increase to 1,500 in five years, 2,500 in 10 years, and perhaps an eventual 3,000 was voiced Friday by FCC Chairman Wayne Coy, speaking at inauguration of new coast-to-coast microwave radio relay for AT&T for telephone service (early story, page 76).

AT&T TO OPEN RELAY SEPT. 4 FOR PEACE TREATY SESSION

AT&T at request of State Dept. will move inaugural of cross-country radio relay for TV program transmission from Sept. 30 to Sept. 4, bringing President Truman's address at Japanese peace treaty conference in San Francisco to televiewers 10:30-11 p.m. (EDT) along with subsequent sessions.

Idea understood to be suggestion of Bob McCormick, NBC-TV Washington commentator. Conference telecasts expected to be pooled for four TV networks and any other TV stations desiring them. Sponsorship status undecided.

Peace conference telecasts expected to bring revision of plans for Sept. 30 golden spike inaugural, which carried program budget of $250,000 for one-hour show, believed largest in broadcast history. To be telecast 9-10 p.m. on all inter-connected stations of all four TV networks, show would be handled for AT&T by its agency, N. W. Ayer & Son, New York, under original plans. Ted Sisson, Ayer radio-TV executive, supervising and Welbourne Kelley would handle preliminary writing.

In addition to pickups from San Francisco, Hollywood and New York, idea of including national defense feature in program discussed Thursday at Pentagon conference. Taking part were Col. Ed Kirby, Lt. Comdr. A. F. Rhoads, Lt. Col. Robert Keim and Messrs. Sisson and Kelly.

NCAA PROBE ASKED

INVESTIGATION of National Collegiate Athletic Assn. plan restricting college football telecasts asked by Jerome W. Marks, New York attorney and chairman of Fair Television Practices Committee, in letter to Attorney General Howard McGrath. Committee is "private group organized to represent the interests of television set owners."

Business Briefly

PINKHAM BACK ● Lydia E. Pinkham Medicine Co., Lynn, Mass. (vegetable compound), returns to air this fall with nationwide radio spot campaign. Agency, Harry B. Cohen, New York.

SPOT PROJECT ● Shulton Men's Toiletries, New York, preparing radio spot series starting Sept. 24 for eight weeks in 75 markets. Agency, Wesley Assoc., New York.

MILITARY CAMPAIGN ● Women's Army Corps planning radio spot announcement campaign in early morning time on 22 stations in New York, New England and New Jersey, aimed at business women. Next Monday tentative starting date. Agency, Buchanan & Co., New York.

SUNDAY FOOTBALL ● Atlantic Refining Co. and Brewing Corp. of America understood negotiating to sponsor large portion of DuMont TV Network's schedule of 63 Sunday pro grid games. Other sponsors interested.

FEED TEST ● Stone Mountain Grit, Lithonia, Ga. (poultry feed), placing five-minute program, *Market News Report*, in several southern radio markets on test basis, for 52 weeks. Agency, Wildrick & Miller, New York.

JONES DISCHARGES FIVE TOP AGENCY EXECUTIVES

DUANE JONES, president and board chairman of Duane Jones Co., New York, announced Friday that board of directors had discharged five executives of agency, in what announcement called "the sequel to an ultimatum served without warning on him to sell the agency at an absurdly low price" few weeks ago. Those listed as discharged were: Robert Hayes, former president of agency; Lawrence Hubbard, vice president and director of research; Robert Hughes, copy chief; Joseph Beck and Phillip Brooks, assistant account executives.

Those listed as "among the officers, directors, and employes who delivered the ultimatum" were those named as discharged, plus Paul Werner and Joseph Scheideler, vice presidents and directors, and Don Gill, vice president.

Announcement quoted Mr. Jones as saying group served ultimatum without warning on eve of his proposed trip to Europe, then being planned under government auspices. At clients' request, announcement continued, and rather than accede to group's "demands," he postponed trip and was re-elected president and board chairman. Lawrence J. Leaman, treasurer, was elected vice president. Mr. Jones said other changes are in prospect (early story, page 46).

R.A.R. PINKHAM TO NBC

RICHARD A. R. PINKHAM appointed Friday to new post of manager of planning for NBC television network. He will report to Sylvester L. Weaver, NBC vice president for television. Currently circulation manager and director of *New York Herald-Tribune*, Mr. Pinkham will report to new post in September.

KRLD-TV

NOW TEXAS' MOST POWERFUL TELEVISION *Station*

Exclusive Columbia Station for DALLAS and FORT WORTH

Owners and Operators of

KRLD

50,000 WATTS

THE BRANHAM CO.
Exclusive Representatives

By Authorization of the Federal Communications Commission, KRLD-TV's Power Has Been Greatly Increased to 27,300 Watts Video and to 13,600 Watts Audio, Making . . .

KRLD-TV The Highest Powered Television Station in Texas on Either High or Low Channel.

Even Before KRLD-TV's Power Was Increased, a Survey of 102 Television Sales and Service Dealers Revealed KRLD-TV Gave the Best Picture and Audio Signal in Dallas' 100-Mile Area.

Now Operating on Greatly Increased Power and With a 6-Bay Antenna, KRLD-TV's Coverage Area Is Widely Extended and Viewer Reception Equally Improved Throughout the 100-Mile Radius.

MORE THAN TWO MILLION POPULATION NOW IN KRLD-TV'S EFFECTIVE COVERAGE AREA!

More power! More Viewers! More Progams! More Advertisers! More Results!

This is why **KRLD-TV** *is your Best Buy*

Channel 4

John W. Runyon, President

Clyde W. Rembert, Managing Director

Advertisement

From where I sit
by Joe Marsh

Easy Makes His "Cat" Tread Lightly

Driving home on Three Ponds Road yesterday, I was flagged down by Easy Roberts' boy, Skeeter. "Take it slow," he advised. "Dad's crossing this road with our tractor beyond the bend."

Around the curve I saw why Skeeter stopped me. Easy had laid two rows of old truck tires right across the road, and was driving his new "Cat" tractor over them!

"More trouble this way," Easy explains, "but it does keep those tank tracks from tearing up the asphalt when I have to cross over to our other fields. After all, the roads belong to all of us—and I guess I'd get mad if someone else chewed them up."

From where I sit, Easy is my kind of citizen. He doesn't just give democracy lip service. He honestly believes it's his duty to consider the other fellow's interests. Whether it's the right to use the public highways or the right to enjoy an occasional glass of beer, Easy's out to protect his neighbor's "right of way."

Joe Marsh

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BROADCASTING
TELECASTING

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Bruce Robertson, *Senior Associate Editor*.

ADVERTISING: S. J. PAUL, *Advertising Director*; Eleanor R. Manning, *Assistant to Advertising Director*; Kenneth Cowan, *Advertising Representative*.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115*; William H. Shaw, *Midwest Advertising Representative*; Jane Pinkerton, *News Editor*.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181*; David Glickman, *West Coast Manager*; Ann August.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

BROADCASTING ® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING ®—The News Magazine of the Fifth Estate. Broadcast Advertising ® was acquired in 1932 and Broadcast Reporter in 1933.

® Reg. U. S. Patent Office
Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

OHIO'S RURAL STATION . . .

- ROBINHOOD FLOUR
- OMAR BAKERIES
- FORD TRACTORS
- MUSTEROLE
- PURITY FEEDS
- OHIO BELL TELEPHONE COMPANY
- MURPHY FEED CONCENTRATES
- OYSTER SHELL PRODUCTS
- DR. PIERCE
- PFISTER HYBRID SEED CORN
- WAYNE FEEDS
- WETALENE SOAP PRODUCTS
- PERTUSSIN
- CONSOLIDATED FARM FEEDS
- STANDARD OIL OF OHIO
- MULEHIDE ROOFING
- DOLCIN
- CARTER PRODUCTS

Lower cost per thousand rural listeners than any other Ohio station!

These are some of the satisfied advertisers who are successfully selling the "Billion Dollar" Ohio Rural Market on . . .

WRFD!

O. L. Taylor Company

National Representatives

5000 WATTS
880 KC

WRFD

WORTHINGTON, OHIO

Here's Archer!

GENE ARCHER

WRC's Gene Archer, to be exact. Gene's delightful, hour-long mid-day program features the Cliff Quartette's individual music, popular records . . . **plus** Gene Archer's own brilliant baritone style.

Participation in this choice time period (12:-15-1:15 PM, Monday throught Friday) promises business in Washington. An impressive list of current national spots amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital.

A few choice availabilities remain, contact WRC directly or NBC Spot Sales.

IN THE NATION'S CAPITAL YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

NBC

5,000 Watts • 980 KC

feature of the week

TELEVISION can teach youngsters and their elders how to save "more lives" in their community. In Memphis, WMCT (TV) there has been awarded honors to courageous youngsters who remembered what they saw on their telesets.

Two 12-year-old boys in the city pulled another little boy from a lagoon and administered artificial respiration, bringing air back into the lungs of the nearly-drowned youngster. They attributed the knowledge to WMCT's telecast of a film demonstrating how to perform the life-saving act.

Charlotte King, 9½ years old, was responsible for the life rescue of a young boy knocked senseless by lightning when her dad applied knowledge of artificial respiration demonstrated to him by Charlotte after she had learned the skill from television.

The youngsters received merit certificates from the station and were interviewed on a special afternoon telecast Aug. 3.

As a result of these stories of heroism, the station has planned a series to "teach more people to save more lives." The first, a 15-minute program, featured Memphis Red Cross workers and city firemen demonstrating an on-the-spot method of artificial respiration.

Appearing on program are (l to r) Curtis L. King, daughter Charlotte, 12-year-old Gary Emerson, and H. W. Slavick, WMCT general manager, who presented awards.

* * *

In addition, the station is working on other programs, originating locally, on various phases of lifesaving and first aid.

The film which originally inspired the youngsters to apply the lifesaving techniques was reshown over the station during the award ceremony. As a follow-up to the lifesaving programs scheduled, The Memphis *Commercial Appeal* and the *Press-Scimitar* carried detailed stories on the role TV has assumed in saving Memphis lives. WMCT is the *Commercial Appeal* station.

strictly business

Mr. ABRAMS

NOWADAYS the so-called cold war is often referred to as the war of ideas. In the advertising world it's an old bread-and-butter philosophy.

For example, George J. Abrams, who places large accounts on radio and television, is an idea man who believes in "test, test, test—then ride, ride, ride." That's a good yardstick for an advertising man or for any other person with imagination.

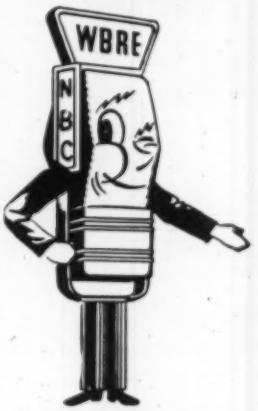
Mr. Abrams won his spurs on an idea. He got his present position — advertising manager of Block Drug Co., Jersey City, N. J.— by submitting an advertising idea for Omega oil to Block. Up to that time, he had been director of market research at Eversharp Inc. Block liked his idea, and since the advertising manager's job was open, he took over in September 1947.

It is one thing to get an idea, but quite another to execute it successfully. Mr. Abrams scores on that card, too. As advertising manager of Block he must keep in mind such things as the $4 million advertising budget Block has set aside for this year.

Products of the company include Amm-i-dent tooth paste and tooth powder, Polident denture cleanser, Poli-Grip denture adhesive, Minipoo dry shampoo, Py-Co-Pay tooth

(Coninued on page 83)

THERE ARE DIFFERENT KINDS OF POWER



AND WE HAVE THE KIND THAT COUNTS!

THE POWER OF THE LARGEST LISTENING AUDIENCE IN WILKES-BARRE . . . WYOMING VALLEY

A Recent Conlan Audience Listening Survey Revealed That . . . .

THE FIRST THIRTEEN DAYTIME PROGRAMS IN ORDER OF POPULARITY WERE ON

WBRE

• • •

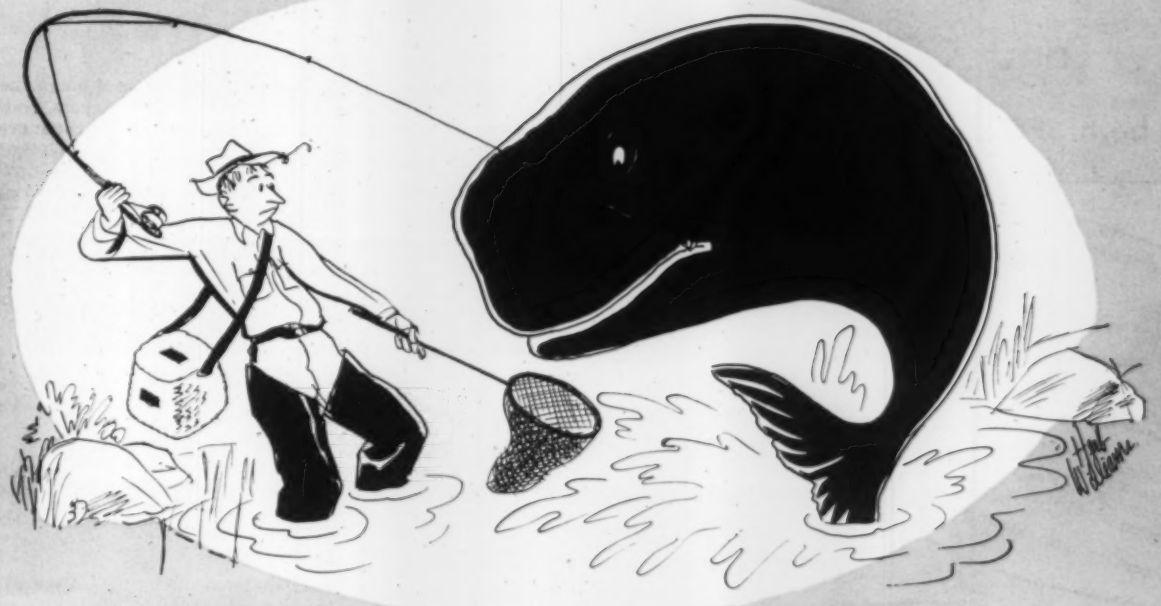
We're all bustin' with pride over the fact that THREE OF THE TOP TEN are our own LOCAL SHOWS. Really some thing to consider in your Fall Plans!

WBRE

WILKES-BARRE PENNSYLVANIA

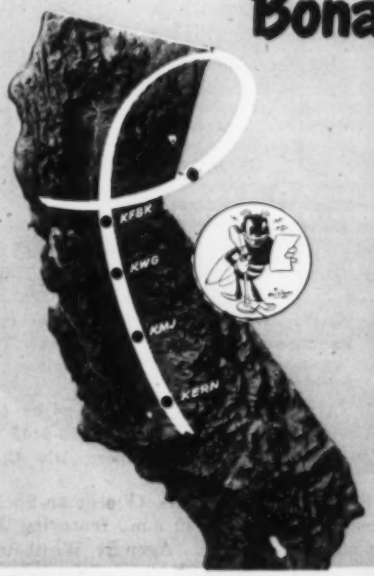
AM-FM AFFILIATE

It's impossible...



...as impossible as covering California's

Bonanza Beeline with outside radio



The Beeline is a whale-size market. It takes in California's great central valleys plus western Nevada. It has more people than Los Angeles . . . more buying power than Detroit . . . higher retail sales than Philadelphia.*

And it's an *independent* market, too—made up of local-minded inlanders who find their favorite listening on their *own* radio stations. You just can't land them with San Francisco and Los Angeles stations.

So be sure you use the stations they listen to—the five on-the-spot B E E L I N E stations. Together, they cover the whole market. Individually, each does an all-over job in a major Beeline trading area. For example...

KFBK SACRAMENTO

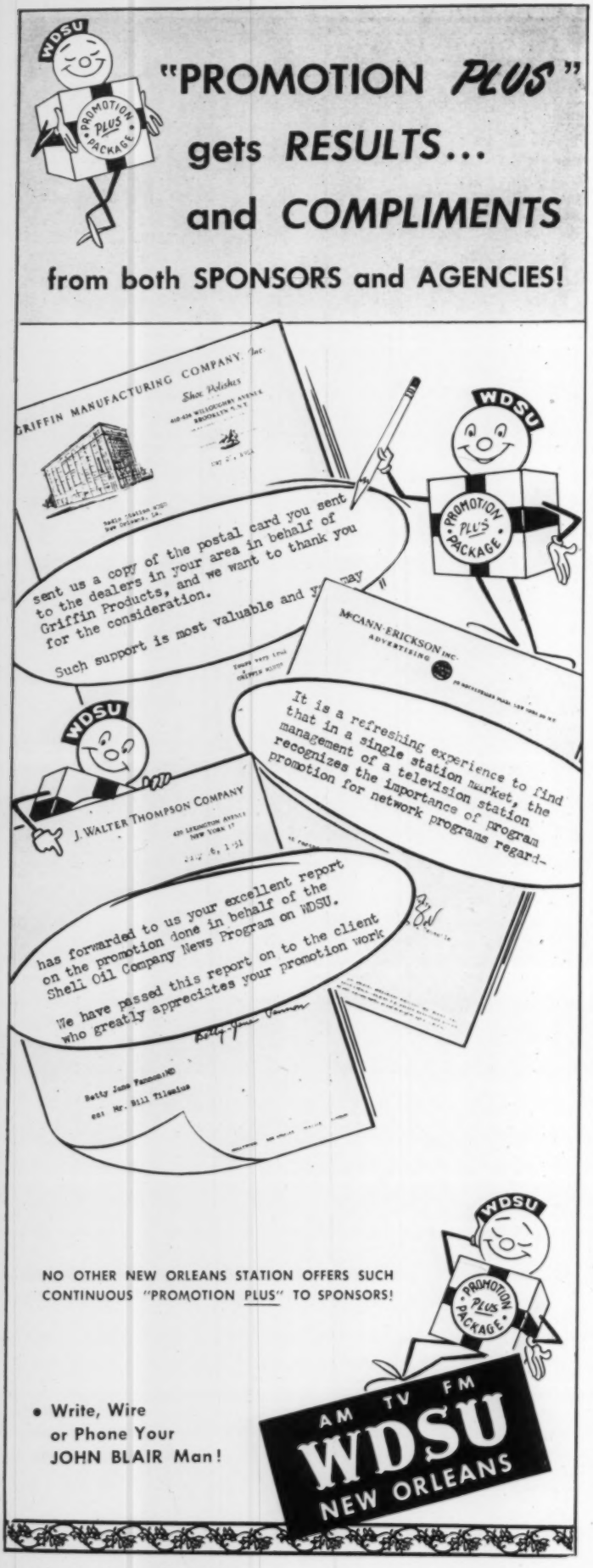
Delivers solid coverage of the entire 19-county billion-dollar Sacramento market, with a BMB home-city total weekly audience of 78% daytime, 91% at night. Affiliated with inland California's leading newspaper—The Sacramento Bee. Has lowest cost per listener in its area.

**Sales Management's 1951 Copyrighted Survey*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	5000 watts, day; 1000 watts, night 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.


"PROMOTION PLUS"
gets RESULTS...
and COMPLIMENTS
from both SPONSORS and AGENCIES!
WDSU
PROMOTION PLUS PACKAGE
GRIFFIN MANUFACTURING COMPANY, Inc.
Shoe Polishes
sent us a copy of the postal card you sent to the dealers in your area in behalf of Griffin Products, and we want to thank you for the consideration.
Such support is most valuable and
McCANN-ERICKSON INC.
ADVERTISING
It is a refreshing experience to find that in a single station market, the management of a television station recognizes the importance of program promotion for network programs
J. WALTER THOMPSON COMPANY
has forwarded to us your excellent report on the promotion done in behalf of the Shell Oil Company News Program on WDSU.
We have passed this report on to the client who greatly appreciates your promotion work
NO OTHER NEW ORLEANS STATION OFFERS SUCH CONTINUOUS "PROMOTION PLUS" TO SPONSORS!
• Write, Wire or Phone Your JOHN BLAIR Man!
AM TV FM
WDSU
NEW ORLEANS

new business

Spot . . .

PARENTS' INSTITUTE, N. Y., for *Compact* magazine starts 10-day radio and TV campaign in three major markets, New York, Washington and Pittsburgh. Campaign includes 20 chain breaks on WNBC New York, 12 TV breaks on WNBT (TV) New York, 12 breaks on WABD (TV) New York, 20 on WTTG (TV) Washington, and four on WDTV (TV) Pittsburgh. Future spot campaign being planned.

NACO FERTILIZER Co., N. Y., sponsoring 15-minute news thrice weekly over network of five North Carolina stations for 26 weeks. Program originates from WPTF Raleigh, and is carried on: WTSB Lumberton, WADE Wadesboro, WGTC Greenville and WBIG Greensboro. Agency: Kelly Nason, N. Y.

ZAIDEN Co., Pittsburgh, for Zadenol Dietary Supplement, using test saturation campaign on WHBC Canton, Ohio. Site selected because of "high concentration of average American families who spend 21% more for drug products than the average country."

ILLINOIS MEAT Co., Chicago, for its Broadcast brand products, to begin TV test in Detroit next month with *Range Rider*, once-weekly syndicated half-hour film, on WJBK-TV indefinitely. Agency: Arthur Meyerhoff, Chicago.

HOLLAND FURNACE Co., Holland, Mich., uses TV for first time this week when it begins test spot schedule on stations in Chicago, Cleveland, Pittsburgh, Cincinnati, Louisville and Grand Rapids. Client just renewed *Paul Gibson* on WBBM Chicago for 26 weeks and has ordered show for WCAU Philadelphia for same period. Agency: Roche, Williams & Cleary, Chicago.

ASSOCIATED SALMON CANNERS of British Columbia, Vancouver, starts new women's daily program *Notebook* with Claire Wallace, absent from Canadian radio for past two years due to illness. Program will be on many Canadian stations. Agency: James Lovick & Co. Ltd., Vancouver.

Network . . .

LEWIS-HOWE Co., St. Louis (Tums), purchases MCA half-hour *Hollywood Theatre* to start Sept. 18 on NBC as replacement for the late Fannie Brice's *Baby Snooks Show* Tues., 8:30-9 p.m. (PST). Contract for 13 weeks. Agency: Dancer-Fitzgerald-Sample Inc., Hollywood.

PETER PAUL Inc., N. Y. (candy bars), will sponsor *Bob Garred and the News* on ABC Pacific network Tues., Thurs., Sat., 7:30-7:40 a.m. (PDT) starting Sept. 11 for 52 weeks. Agency: Maxon Inc., N. Y.

GLORION CORP., L. A. (cosmetics), Sept. 13 starts *Chet Huntley and the News* on ABC Pacific network Thurs., 5:30-5:45 p.m. (PDT). Contract for 52 weeks. Agency: Milton Weinberg Adv. Co., L. A.

INTERNATIONAL SHOE Co., St. Louis (Friedman-Shelby Div.), to sponsor *Kids and Company*, 11 to 11:30 a.m., featuring Johnny Olsen on DuMont Network starting Sept. 1. Agency: Westheimer & Block, St. Louis, and its New York associates Wyatt & Schuebel Inc.

CORY Corp., Chicago (coffee brewer), sponsoring new daytime show, featuring Don Ameche and Frances Langford, on ABC-TV.

PAL RAZOR BLADE Co., N. Y., renewed its sponsorship of *Rod and Gun Club of the Air* Thurs., 8:30-8:55 p.m. over MBS, effective last Thursday. Agency: Al Paul Lefton Inc., N. Y.

QUAKER OATS Co., Chicago (Aunt Jemima Pancake Flour), will sponsor *The Breakfast Gang* on full Don Lee network (45 stations) for 13 weeks starting Oct. 2, Tues., Thurs., 7:15-7:30 a.m. (PDT). Firm will also sponsor *The Answer Man* starting Oct. 1 on same network

(Continued on page 15)

NEW FACILITIES TO BETTER SERVE YOUR NEEDS

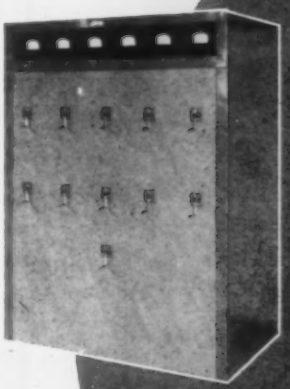
Look at these features of the new 5/10 KW AM Transmitter*

- For the first time in any commercial transmitter, Continental's *improved high-efficiency* amplifier incorporates equipment for matching the transmitter output to sharply tuned loads encountered in directional arrays.
- Exclusive of the automatic voltage regulator, the transmitter is completely self-contained, thus simplifying installation.
- Full, unobstructed view of all functional equipment is possible through the new "Transview" cabinet design and handsome vertical chassis construction. All components are forced-air ventilated.
- MAXIMUM STABILITY of tuning assured by vacuum-type capacitors in output stage.
- HUM-FREE OPERATION of control system through DC-operated relays.

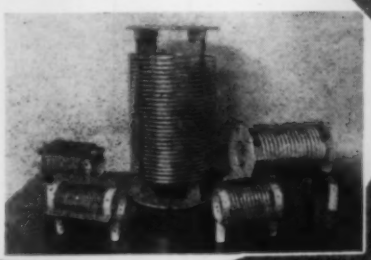
*Being sold through GRAYBAR ELECTRIC COMPANY

WE SPECIALIZE IN CUSTOM DESIGN TO SOLVE SPECIFIC PROBLEMS

Our NEW, modern plant, vastly expanded facilities and trained personnel are ready to go to work for you at a moment's notice. Skilled engineers are at your disposal to analyze specific problems. Expert draftsmen are on the job to design equipment geared to *your* particular needs in smooth, dependable broadcasting operations. Long years of experience—in both domestic and foreign markets—stand behind Continental Service. The Continental reputation for uniform high quality, superior workmanship and technical ability is your assurance of lasting satisfaction.



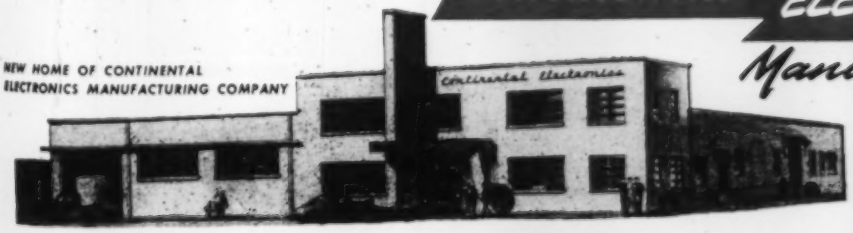
Upper right, the Continental 5 Tower 5 KW Power Division and Phase Control Unit. Lower right, typical Continental components—radio frequency inductors grouped about a larger isolation inductor.



CONTINENTAL ELECTRONICS Manufacturing Company

producers of

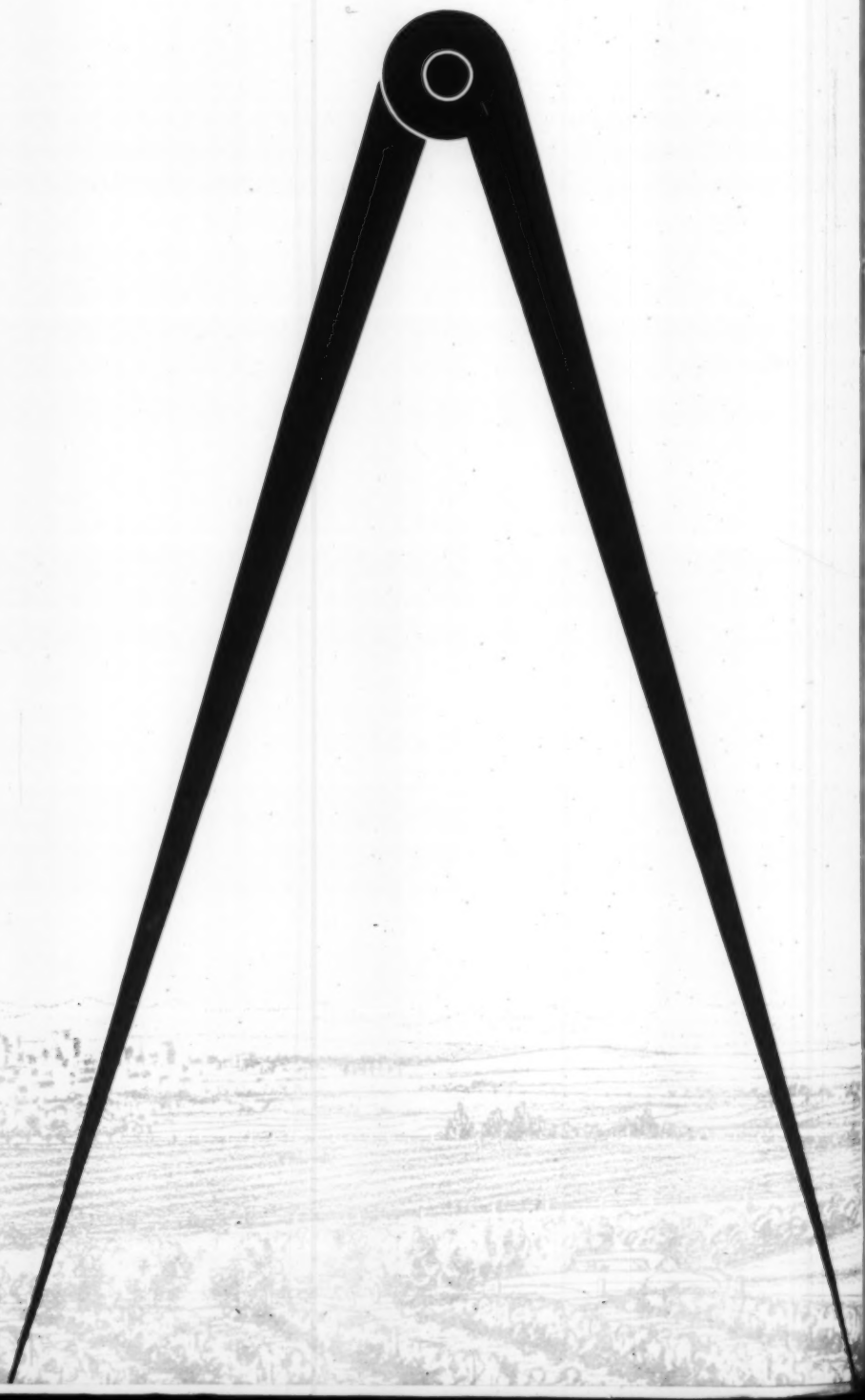
- ★ Complete transmitters
- ★ Radio frequency inductors
- ★ Isolation inductors
- ★ Aluminum coupling cabinets
- ★ Antenna coupling units
- ★ Power division and phase control units
- ★ Rectifiers—Amplifiers
- ★ FM-AM Isolation units
- ★ Arc-back indicators



NEW HOME OF CONTINENTAL ELECTRONICS MANUFACTURING COMPANY

4212 S. BUCKNER BLVD. DALLAS 10, TEXAS PHONE EVERGREEN 1137

By any measu



ure . . . KFRE

USE ANY MEASURE and you come up with the same answer. Central California is a great and productive market—and in Central California, KFRE leads them all.

BIGGEST BUYING POWER – the San Joaquin Valley is one of the great test markets in the country. It is one of the most progressive and most diversified farming areas in the nation—with the highest per capita wealth. It is the richest agricultural civilization that America has ever known.

LOWEST COST PER THOUSAND – your advertising message reaches more potential and responsive buyers at less cost per thousand on KFRE than on any other media in Central California.

THE BIGGEST AUDIENCES – you get them on KFRE: more than any other station in the area, more than the second network, more than all five of the third and fourth network stations combined —the largest consistent audiences in an area where the average income is higher – where the average family spends more on everything.

FIRST CHOICE OF MOST SPONSORS – more advertising dollars are budgeted to KFRE than to any other Central California station. Smart media buyers on local and national accounts select it again and again because they know the results they get from Central California's only 50,000 watt station.

Ask Avery-Knodel.

First in America's Richest Farm Area . . .

50,000 Watts • CBS • 940 KC • FRESNO **KFRE**

PAUL BARTLETT, *President*

XUM

The "St. Louis Ballroom" *plus* is *promotion!* Bigger, better than ever! 24 sheets, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, special mail promotions and personal appearances, promotion announcements on KXOK are scoring a wide plus for "St. Louis Ballroom" advertisers. Get details from your John Blair man or from KXOK today.

KXOK

ST. LOUIS' ABC STATION
12th & DELMAR • CHESTNUT 3700
630KC • 5000 WATTS • FULL TIME

Represented by John Blair & Co.

agency

BILL SHEPHERD, executive producer WCCO Minneapolis, named head of radio and television production Knox Reeves Adv. Inc., same city.

RICHARD S. JACKSON, director of special events WAVE-TV Louisville, to J. M. Mathes Inc., N. Y., as assistant director of radio and TV in expansion of agency's broadcast advertising activity under **READ WIGHT,** director.

Mr. Jackson

JAMES LINCOLN, Fuller, Smith & Ross Inc., N. Y., to John Mather Lupton Co., N. Y., as copywriter.

HERBERT LEDER, director of film Benton & Bowles, N. Y., and Nannette Vezina announce their marriage.

JOHN R. DENNISON, vice president in charge of copy Klau-Van-Pietersom-Dunlap Inc., Milwaukee, to copy staff Gordon Best Co., Chicago.

ELEANOR BROWN, E. L. Brown Adv., Phila., named vice president Ed Shaprio Adv. Agency, same city.

on all accounts

WHEN television was still a sideshow, William Coval Patterson was one of its literal trumpeters. Currently assistant director of the television department of Cecil & Presbrey, New York, Mr. Patterson began his career in video as a lecturer in the RCA television exhibit at the New York World's Fair in 1939.

After talking about the medium for a season Mr. Patterson next proceeded to learn what he was talking about. He joined the creative element of the exhibit to serve as TV director.

Since it was hardly a medium for people, one of Mr. Patterson's first shows featured a pair of improbable beasts known—but only slightly — as Kukla and Ollie. Fran still had a separate identity and a last name as a vocalist in Chicago.

With the closing of the fair, Mr. Patterson joined NBC as an assistant director in radio. His next job was as a bombardier in the Army Air Corps, serving there as an officer for four years.

After the war he went to WNBC in New York as a producer-director functioning on the Tex & Jinx and Frank Luther shows among many others. In 1948 he moved to WBEN-TV Buffalo as producer and program manager. And early in 1949 he returned to New York as assistant program director of WCBS-TV, remaining there until a year ago August when he joined Cecil & Presbrey in his present capacity.

Mr. Patterson was born March 11, 1917, in New London, Wis. He majored in drama at both Northwestern and Iowa U. Upon completion of his formal education he turned to his first job as lecturer in 1939.

Mr. PATTERSON

The following shows are under his supervision: Ammident's *Danger* on CBS-TV, Auto-Lite's *Suspense* on CBS-TV and Sylvania's *Beat the Clock.* The agency creates and produces all the commercials for the three network TV shows.

The Patterson's, she is the former Marcia Freil, have two children, Pamela, 6½ and Neil, 2. The family lives in Manhattan.

Mr. Patterson's hobbies are golf, bridge and literature.

beat

THELDA CORANI, timebuyer Duane Jones, N. Y., to Benton & Bowles, N. Y., in media department.

LOVICK E. DRAPER, network TV account executive ABC Chicago, named account supervisor of Grand Prize Beer, Foote, Cone & Belding.

WILLIAM R. BAKER, Jr., president Benton & Bowles, N. Y., named chairman of public information committee of 1951 New York campaign of Crusade for Freedom.

D. BARKER LOCKETT, copywriter and contact man VanSant, Dugdale & Co., Baltimore, named account executive Lewis & Gilman Inc., Phila.

FRED M. JORDAN, vice president in charge of West Coast operations W. Earl Bothwell Adv., Hollywood, resigns. Prior to joining Bothwell, Mr. Jordan was vice president and manager Los Angeles office, Buchanan & Co., and before that with Erwin, Wasey & Co., L. A. **WRIGHT NODINE**, account executive Bothwell Adv., is acting head of agency until permanent appointment made.

Change of addresses: WILLIAM D. MURDOCK Adv., Washington, D. C., moving to enlarged quarters at 948 Warner Bldg. effective Sept. 1. Telephone is DIstrict 0450. **BAKER ADV.** Agency Ltd., Toronto, marked its 40th anniversary mid-August by moving to new and larger offices at 1315 Younge St. **ELLIS ADV. Co.**, Toronto, moved to new and larger offices at 77 York St., Toronto. **SCHNEIDER, CARDON Ltd.**, Montreal, moves to new offices at 2024 Peel St., Montreal. **ANDERSON, SMITH & CAIRNS Ltd.**, Montreal, moves to new offices at 1510 Drummond St., Montreal.

New Business

(Continued from page 10)

Mon., Wed., Fri., 10:30-10:45 a.m. (PDT). Contract for 13 weeks. Agency: Price, Robinson & Frank Inc., Chicago.

INSTANT MAXWELL HOUSE COFFEE to sponsor daytime drama serial, *When a Girl Marries* over ABC, Mon.-Fri., 11:15 to 11:30 a.m. beginning Oct. 1. Agency: Benton & Bowles, N. Y.

MURINE Co., Chicago, Sept. 9 starts Cedric Foster in five-minute commentary series on full MBS network, Sun., 6:55-7 p.m. Agency: BBDO, Chicago.

REYNOLDS METAL Co., Richmond, Va., sponsoring broadcasts of midwestern and southern trotting races, Thurs., 5:30-5:45 p.m. for five weeks on ABC. Agency, Buchanan & Co., N. Y.

Agency Appointments • • •

SNOWWHITE BAKING Co., Muskegon, Mich., appoints Ruse & Urban, to handle advertising. Radio will be used.

HUNT & WINTERBOTHAM, N. Y., maker of British Woolens, appoints Gray & Rogers, Phila., to handle advertising.

S. C. JOHNSON & Son Ltd., Brantford, Ont. (waxes), appoints Erwin, Wasey of Canada Ltd., Montreal, to handle advertising in Quebec province. Fall radio campaign for Glo-Coat is planned. Needham, Louis & Brorby Inc., Chicago, understood to be handling remaining Canadian advertising.

HEISS HOTELS, Mayfair & Lennox, St. Louis, named Olian Advertising, same city, to handle advertising effective Aug. 1. TV spots will be used. **James O'Neal** is account executive.

BELLOWS & Co., N. Y., appoints Benton & Bowles, same city, to handle advertising of all its wines and spirits products.

MR. ADVERTISER:

IF YOU WANT

LATE EVENING

NEWS

ON TELEVISION

IN THE

WASHINGTON MARKET*

YOUR BEST SALES BUY

IS

GUNNAR BACK

MONDAY THRU FRIDAY — 11 to 11:10 p.m.

Tomorrow's news, accurately and interestingly interpreted by one of the Capital's most distinguished news reporters, supplemented with last minute Acme News Photos.

The Nation's Capital is the News Capital of the World! And the fact that here family buying power is the highest in the U.S., makes this across-the-board program a smart advertising buy!

(LET THE KATZ AGENCY GIVE YOU FULL DETAILS)

WMAL WMAL-TV WMAL-FM

THE EVENING STAR STATIONS

WASHINGTON, D. C.

WOW! ZIV's NEW SENSATION OF THI

IRENE **DUNNE** AND FRED **MacMURRAY**

Together, in the Gay, New, Exciting Comedy-Adventure

"BRIGHT STAR"

FIVE DISTINCT IDENTIFICATIONS FOR YOU
Including Three Full-Length Selling Commercials!

EACH HALF-HOUR PROGRAM A COMPLETE EPISODE!

★ WITH HARRY VON ZELL ★ AN ALL STAR SUPPORTING CAST
★ SPARKLING SCRIPTS AND PRODUCTION ★ BRILLIANT MUSICAL SCORES AND DIRECTION

It's a riot of newspaper feudin', fuss'n and fun!
He's a reporter who hates bosses. She's an editor who hates reporters . . . It's action-full, event-full fun for the entire family!

NEVER BEFORE HAS A NEW SHOW CAUSED SO MUCH EXCITEMENT!

SHOW IS THE OF THE INDUSTRY!

STATIONS ARE
WIRING
FOR THESE TWO GREAT HOLLYWOOD STARS!

AGENCIES ARE
PHONING
FOR THIS GREAT AUDIENCE-BUILDING HIT!

SPONSORS ARE
GRABBING
FOR THE TOP SHOW IN THEIR MARKET!

DICTATE A WIRE BEFORE YOUR MARKET IS GONE!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

A RICHMOND MERCHANT WRITES:

"Large sales come directly from our WLEE advertising.."

Here's the success story of a Richmond store in the floor-laying business. The owner had never believed in radio advertising—but then he tried WLEE! Just read what he says now:

"I made a point of running Radio Specials that were not advertised in any other manner. *Several large sales have come directly from our WLEE advertising.* Now that we have been advertising regularly on WLEE for the past few months, the repeated mention by customers of our program has proved to us that radio is a very substantial medium."

All kinds of local Richmond merchants are used to getting direct results like this from advertising on WLEE. And more and more national advertisers are following their lead.

How about *your* Richmond advertising? Do you know the whole WLEE story? A call to your Forjoe man will bring you all the facts.

WLEE

Mutual in Richmond

TOM TINSLEY, *President* • • • **IRVIN G. ABELOFF,** *General Manager* • • • **FORJOE & CO.,** *Representatives*

BROADCASTING
TELECASTING

Vol. 41, No. 8 WASHINGTON, D. C., AUGUST 20, 1951 $7:00 A YEAR—25c A COPY—THIS ISSUE: $1.00

SPOT SALES CLIMB

Crosley Is Latest to Revise Plans

By FLORENCE SMALL

AN UPSURGE in spot timebuying among major advertisers was evident last week, suggesting the beginnings of what could become a significant change in advertising planning.

In addition to Pepsodent's turn into spot scheduling exclusively [BROADCASTING • TELECASTING, Aug. 13], it was revealed that the Crosley Division of Avco Mfg. Corp. is bypassing both radio and TV network programming in favor of a radio spot campaign for at least one of its products, while Pepsodent's parent, Lever Bros., is supplementing network scheduling for other products with strong spot drives. Additionally there were signs that Procter & Gamble may be paying closer attention to spot radio.

As yet the sum of such moves is too limited to justify the use of the term "trend," but the tack taken by Pepsodent and Crosley seemed destined to gain the interest of the industry, and their success or failure may influence the future approach of many another client with even remotely similar merchandising problems.

Crosley, having decided to cancel its participation in the NBC-TV *Show of Shows*, will break out in mid-September in a pressure spot radio compaign in at least 100 markets to promote the sale of its television and radio sets. The first concentration will be for a period of 13 weeks at an estimated cost of $35-40,000. No final decision has been made in regard to exploitation of the firm's new model refrigerators, but it is understood that spots in both radio and TV will probably be given preference. The agency is Benton & Bowles, New York.

Pepsodent's Move

The other spot convert, Pepsodent, was far more precipitate in its plunge into single-station programming. Sponsors last year of two radio network shows, *My Friend Irma* and *Junior Miss*, the company will this year spend about $500,000 in some 100 TV and radio markets. Moreover, the firm also is considering purchase of a local half-hour TV show, probably in New York, to begin later in the season. The decision to concentrate on spots is the first major action under the stewardship of its newly acquired agency, McCann-Erickson, New York.

The reason advanced to BROADCASTING • TELECASTING by both Crosley and Pepsodent for the switch to spot was the same: a desire to saturate specific markets where the buying potential is manifestly strongest.

Plans for its other products by Lever Bros., parent company of Pepsodent, while somewhat more in line with previous practices, reveal a strong undercurrent of spot awareness.

Rinso, whose TV-radio advertising budget is nearly $3 million, has directed 15% of that figure into a spot radio and TV campaign. The product will continue partly to sponsor *Big Town* on CBS-TV, along with Spry, and part of the Arthur Godfrey show on CBS Radio, but the spot commitment represents a sizable increase over last year's small schedule.

Spry, which spends $1.5 million in radio and television, will continue to share sponsorship of *Big Town* on CBS-TV with Rinso and *Hawkins Falls* on NBC-TV with Surf, but also has a sizable spot schedule currently running. Ruthrauff & Ryan, New York, handles both Spry and Rinso.

Lifebuoy, through Sullivan, Stauffer, Colwell & Bayles, New York, is also currently concluding a radio spot schedule, which is in addition to its CBS radio network show, *Big Town*, shared with Silver Dust.

Surf, whose budget provides at least $3 million for radio and television, has been running a steady campaign in radio and TV spots since last April, along with its sponsorship of *Hawkins Falls* on NBC-TV five times weekly. Surf has been using spots since 1949 on a market-to-market basis as distribution expanded. In the middle of 1951, the product became national and the spot schedule increased. N. W. Ayer & Son, New York, is the agency.

The strongly competitive nature of soap advertising seemed certain to elicit the interest of Procter & Gamble in Lever's renewed orientation toward spots. There is actually some indication that P&G may be moving independently in that same direction, though on a much more tentative basis. P&G's Camay soap, through Pedlar & Ryan, New York, effective Sept. 17, launched a one minute nighttime radio-only spot schedule. More than 100 markets will be used with a 52-week contract.

★ ★ ★

IT'S TOO SOON to call it a trend, but some major advertisers are shifting the balance of their spending away from network and toward spot broadcasting. Crosley is buying radio spots in 100 markets. Lever Bros., for Pepsodent, will put half a million dollars into spot radio and TV and for other products is augmenting network campaigns with heavy spot schedules. Trend or not, the spot field is unusually active.

STATION UNITY

Tulsa, Detroit Set Pattern

JOINT promotion campaigns to emphasize AM radio were started last week by stations in two cities, Detroit and Tulsa, as the local cooperative idea started to gather momentum. Already versions of the idea have been tried in a number of cities.

Six Tulsa stations last Tuesday formed an alliance to awaken the public and timebuyers to the depth and breadth of radio's value. The group is known as Associated Tulsa Broadcasters. Stations will pool resources, talent and facilities to publicize radio as the medium returning the most value for the advertising dollar.

Taking part in the Tulsa drive are KRMG KTUL KAKC KOME KFMJ and KVOO. William B. Way, KVOO general manager, was named chairman.

In Detroit it was decided to start the campaign Sept. 15. Participating stations are WXYZ WJR CKLW WWJ WJBK WEXL and WKMH, with WJLB, independent, not yet enrolled. Announcement of the project was made Thursday, following a Monday meeting at which an operating committee was formed.

Under a 30-day rotating chairmanship plan Hal Neal, WXYZ, was named first chairman. Budget plan provides individual stations share costs on a rate-card basis.

Slogan to be Used

Comprehensive advertising campaign is being developed, using a positive approach for AM radio promotion. The drive will be built around the slogan, "Wherever you go there is radio." Already the slogan is being used on station breaks and disc jockey programs. A trademark, along with the slogan, will be incorporated in all cooperative advertising, including transcribed spots, car card and newspaper space. No call letters will be used in co-op advertising.

The joint campaign will be augmented by individual station use of the slogan and trademark in regular newspaper and trade advertising, direct mail and other promotion projects being planned.

Taking part in preliminary discussions, besides Chairman Neal, were Wendell Parmalee, WWJ; Worth Kramer, WJR; James G. Riddell, WXYZ; J. E. Campeau, CKLW; Frederick Knorr, WKMH; Gordon Sparks, WEXL, and Hal Hough, WJBK.

In Tulsa Mr. Way said, "The number one job of ATB will be to make every member station realize that the promotion of its own medium is its most vital endeavor, and that united, we can all do a better job for ourselves, for each other and for the community, than we have ever been able to do individually.

"One of our first duties will be to show the public what a tremendous public service our Tulsa radio stations are doing in the matter of public interest features . . . courtesy spot announcements . . . and free air time . . . made available every day to charitable organizations, church and civic groups,

(Continued on page 28)

FC&B CHANGES

Carney Joins Firm As Board Chairman

WITH the resignation of William E. Berchtold, executive vice president of Foote, Cone & Belding, New York, last week, the agency announced a realignment of and addition to its executive personnel.

Robert F. Carney, of the law firm of Carney, Crowell & Leibman, Chicago, as senior partner, joins the agency as chairman of the board of directors. Fairfax M. Cone, previously chairman, has been elected president of the firm, and Don Belding, previously president, has been elected chairman of the executive committee which comprises himself, Mr. Carney and Mr. Cone.

Directors Named

Those named directors of the agency in addition to the above are W. R. Sachse, Roy Campbell Jr., J. Hugh E. Davis, Frank E. Delano, Robert J. Koretz, William J. Pringle, A. E. Rood, Ford Sibley, Jack Smock, Elwood Whitney, and Rolland W. Taylor.

Messrs. Delano, Taylor and Whitney will be responsible for the agency's New York operations and Messrs. Campbell, David and Koretz will be responsible in Chicago, both under Mr. Cone's direction.

Mr. Taylor, vice president in the Chicago office, moves to New York, where Krinkles, Post Toasties and Postum accounts of General Foods will be handled.

Mr. Whitney will supervise the agency creative department in New York and Mr. Koretz in Chicago.

Messrs. Pringle and Smock in Los Angeles, Sibley in San Francisco and S. R. Wilhelm in Houston will be responsible in each of these areas under Mr. Belding's direction.

A. J. Becker will also transfer from Chicago to New York, as will several other members of the Chicago General Foods group. Further moves are expected to be announced shortly.

FCC FUNDS

$6,116,500 for '52 Okayed

CONGRESS last week approved a joint conference report on the Independent Offices Appropriations bill (HR 3880) alloting funds for FCC's fiscal 1952 operation.

This second joint reporting of the bill was the first crack in the logjam that piled up on funds legislation in mid-summer [BROADCASTING • TELECASTING, Aug. 6].

The money measure gives $6,116,650 to FCC, or $733,350 off the mark set by President Truman when he requested $6,850,000 for the agency at the beginning of the year.

The bill, which must be signed by President Truman before becoming law, contains a formula for cutting personnel funds.

This was the initial stymie in the bill's acceptance since the House wanted to prohibit agencies from filling more than three out of four vacancies while the Senate would have cut 10% from personnel funds for most of the agencies. The compromise agreed upon by the conferees would attempt to effectuate both proposals.

Title V of the bill remains. That section would give authority for assessment of fees and charges for regulatory services and activities performed by agencies and commissions.

Rogers Joins Ziv

EDWARD ROGERS, former sales manager of Transcription Div. of Muzak, New York, has been named account executive for Frederic W. Ziv Co. in the New York area.

'CRUSADE' SERIES

Premieres on WNBK Thursday

DOCUMENTARY film series, *Crusade in the Pacific*, produced by *March of Time* exclusively for television as sequel to its *Crusade in Europe*, will have its premiere over WNBK (TV) Cleveland on Thursday, under sponsorship of Society for Savings, Cleveland, it was announced Thursday. The films are being sold on a local sponsorship basis.

Portraying aggressive wars of the Asiatic-Pacific area from the 1931 Japanese invasion of Manchuria to the current Korean conflict, the series also is scheduled to begin on WDTV (TV) Pittsburgh under sponsorship of the Mellon Bank on Oct. 25; WSM-TV Nashville, sponsored by Third National Bank of Nashville, Aug. 27; WBZ-TV Boston, sponsored by Shawmut National Bank, on Oct. 2; WDSU-TV New Orleans, sponsored by American Brewing Co., on Oct. 3; WBAL-TV Baltimore, sponsored by W. Burton Guy Real Estate, Aug. 28; WXYZ-TV Detroit, sponsored by Detroit Bank, Aug. 28.

The five owned TV stations of ABC also are carrying the series which consists of 26 30-minute installments and negotiations are in progress in other cities.

WSCR AFFILIATES

To Become 176th NBC Link

WSCR Scranton, Pa., will become the 176th affiliate of the NBC Radio Network Sept. 30, NBC announced last week. On the air since 1947, the new affiliate is expected to add an estimated 75,000 radio families to the NBC network service area.

WSCR is licensed to the Lackawanna Valley Broadcasting Co., owned and managed by David M. Baltimore. Mr. Baltimore, holder of an electrical engineering degree from M.I.T., has been associated with the radio industry since the early '20's. His recent work has been with WBRE, the NBC affiliate in Wilkes-Barre, Pa., which he joined after service with the Air Force during the Second World War. He managed WBRE from 1946 until early this summer when he acquired the Lackawanna Valley Broadcasting Co. WSCR is assigned 1320 kc, with 1 kw day, 500 w night.

Quarterly Dividend

DIRECTORS of the American Telephone and Telegraph Co. declared a quarterly dividend of $2.25 per share at their meeting Wednesday. This is the 122nd consecutive dividend at that rate, and will be paid, as of Oct. 15, to more than a million AT&T stockholders.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"He's a standby, waiting to collect $10 if the general sings that song!"

Furniture Fortissimo

RADIO selling got so good for Farr's Trade Mart, a retail furniture and appliance house, Cincinnati, that it purchased 14 one-minute spots to tell people the store was closed for the owner's two-week vacation. Report comes from Keelor & Stites, Cincinnati advertising agency, which handled a heavy spot campaign on two local stations in a 12-month period for the store.

AT&T RATES

Microwave Relay Cost Set

RATES for TV program transmission over the new coast-to-coast microwave radio relay will be based on exactly the same formula that already applies to all other Bell System facilities for intercity video networks, a telephone company spokesman told BROADCASTING • TELECASTING Thursday.

In an attempt to clear up what is evidently a widespread misunderstanding about TV network facility rates, the AT&T executive said that for full-time use the base rate for TV network service is $35 a mile a month for video connections, plus $6 a mile a month for audio connections.

These rates, he said, are the same whether one network makes exclusive use of the facilities or whether they are shared among two, three or four networks, so that the present facility sharing arrangements do not result in extra revenue for AT&T.

Rates for occasional use are $1 a mile an hour for the video service. These rates are on file with and have been approved by the FCC and cannot be changed without the Commission authority, it was pointed out.

New CBS Show

ROBERT Q. LEWIS show *Robert Q's Waxworks*, which started on the CBS Radio Network as an eight-week summer series, will become a permanent listing on the network's evening schedule effective Monday, Aug. 27. The program will be heard Monday, Tuesday, Thursday, and Friday, 10:30-11 p.m. It currently fills a Monday-Friday time slot, 7-7:45 p.m.

ABC Net Income

ABC announced Thursday that net income for the company and its subsidiaries reached $472,000 for six months ending June 30, 1951. The amount is equal to 28 cents per share on 1,689,017 shares of outstanding $1 par common stock. By comparison, net for the first six months of 1950 was $180,000, equal to 11 cents a share.

SAUDEK NAMED

Will Direct Ford Workshop

THE post of director of the Ford Foundation's new million-dollar TV-Radio Workshop went last week to ABC's Robert Saudek, who resigns as vice president and assistant to the president of the network to take up his new duties Sept. 6.

With Mr. Saudek's departure John W. (Jack) Pacey, ABC director of publicity, was named acting director of public affairs for the network, assuming all the responsibilities formerly discharged by Mr. Saudek. These include the following departments for both radio and television: Public affairs programs, sales development and research, research, advertising, publicity, and continuity acceptance.

Mr. Pacey

Art Donegan, assistant publicity director of ABC, was advanced to acting publicity director.

Selection of Mr. Saudek for directorship of the TV-Radio Workshop, which has $1.2 million "immediately available" for production of constructive-entertaining programs, was announced by James Webb Young, consultant on mass communications to the Ford Foundation, at a Monday news conference at which the aims and plans of the workshop were reviewed.

"I consider the Foundation very fortunate in having secured Mr. Saudek to direct the operations of our TV-Radio Workshop," Mr. Young asserted. "His background and long experience in the practical operations of commercial broadcasting, especially in the public affairs field, will be of the greatest value in making this operation a successful one."

Mr. Young said ABC officials' "friendly and cooperative spirit" in yielding to the Foundation's desire for Mr. Saudek's service was, in his opinion, "an expression of their belief that the workshop has an important contribution to make to the public welfare through the broadcasting industry."

Recognition of Workshop Value

Mr. Young, who reiterated that he was finding networks and stations receptive to the workshop project, was reassured as to ABC's feelings by a statement issued by President Robert E. Kintner in connection with Mr. Saudek's appointment.

"ABC in both its radio and television operations welcomes the Ford Foundation's practical interest in these media," he said. "Along with others in the industry we look forward to extending our full cooperation to the aims which led the Ford Foundation to establish the TV-Radio Workshop. The high purposes motivating this workshop will be of unparalleled importance in extending the horizons of both radio and television."

The ABC executive said Mr. Saudek "brings to the Ford Foundation a keen understanding of commercial broadcasting and a thorough knowledge of educational programming in both radio and television."

Pointing out that the workshop's first program, a 26-week series of half-hour shows called *The People Act*, already is in production and is scheduled to start on CBS Radio in November [BROADCASTING • TELECASTING, Aug. 13], Mr. Young said the workshop also hopes to have at least one television show on the air by January, although work has not yet started.

He described the $1.2 million now available to the workshop as a "starting fund."

The workshop's major emphasis will be on television, with programming mostly on film, and Mr. Young said it expects to spend $16,000 to $20,000 per half-hour film show.

Workshop programs, he said, will not be labeled "educational" or "documentary," for fear that the label itself would drive audiences away. Nor will they carry the name of the Ford Foundation. The programs will not be "preachy," he said, but will seek to get their ideas across via good entertainment.

The workshop expects to have "a relatively small permanent staff," farming out its work to a great extent. But Mr. Young made clear that top talent will be employed, with each show being put in the charge of "the best man we can find." Among performers, he said, name stars will be employed if and as they are needed. He added that he already has an option on the services of a "leading star of the American stage."

In placing its shows the workshop probably will work both through networks and through an existing (or, if necessary, set up its own) organization for syndication to stations. The deal with both networks and stations will be that they provide the broadcast time and the workshop supply the programs. Networks and stations will be free to sell the programs, in which case the broadcaster gets his time costs and the workshop receives its production expenses. The Foundation retains the right to pass upon the sponsors, but Mr. Young did not specify the "certain types we wouldn't want."

Sponsor Interest

He said a half-dozen advertisers and four or five agencies already had approached the Foundation about sponsorship of programs.

Workshop Director Saudek, 40, who will have offices at the Ford Foundation's New York quarters at 655 Madison Ave., is a three-time winner of the Peabody Award.

He entered radio via KDKA Pittsburgh, where he became continuity editor in 1933 following his graduation from Harvard U. the previous year. In 1938, after studying law at Duquesne U. from 1935-38, he joined NBC in New York, serving in various capacities in network sales and administration. When ABC's predecessor, Blue Network, became a separate network he was named assistant to the executive vice president of the Blue.

Mr. SAUDEK

* * *

He went to England for the Office of War Information in 1944 to manage the American Broadcasting Station in Europe. The following year he returned to ABC, and in January 1948 was elected vice president. In addition to his departmental responsibilities he has been a member of ABC's policy and planning committees for both radio and television.

Mr. Pacey, appointed acting director of public affairs for ABC, joined the network as trade news editor upon his release from wartime military service. He advanced successively to assistant to Mr. Saudek, and then to national director of publicity.

Mr. Donegan, acting director of publicity, has been with ABC and the Blue Network since 1941. He joined as trade news editor and progressed to desk editor and then assistant publicity director.

FORD GETS SENATOR SUPPORT

Johnson, Benton Laud Television-Radio Workshop

SENS. ED C. JOHNSON (D-Col.) and William Benton (D-Conn.) have given their blessings to the Ford Foundation's new Television-Radio Workshop [BROADCASTING • TELECASTING, Aug. 13, 6].

Sen. Johnson, seeing in the project the "right way" to go at the problem of supplying community and public service programs, said:

"I can't endorse it outright without knowing the content of the programs but it seems to be an effective way to handle educational programming. It probably will provide cooperative enterprise between the commercial broadcaster and those who prepare special programs."

The Senator, questioned if the workshop seemed to fit in with his call for cooperation between the commercial broadcaster and the educational institutition, said: "It would appear to be along the line of the Syracuse U. plan, an effective way of coordinating the groups."

Sen. Benton, who is crusading in the Senate on behalf of additional broadcast facilities for educational institutions, praised the announced workshop, labeling it "a wonderful idea" and one in which he was "wholely in sympathy.'

The Senator congratulated the foundation for such a "constructive" development and for placing responsibility of the project under "a man of such experience and high standing as Mr. Young" (James Webb Young, consultant on mass communications to the foundation, who is general supervisor).

Asserting that Ford Foundation was "pioneering" in a field in which radio interests "have been gunshy," Sen. Benton said Mr. Young's efforts were constructive in developing programs which can be "commercially sponsored."

Sen. Benton, who has authored legislation which would set up a National Citizens Advisory Board for Radio-TV (see separate story), said the project would at least partially fulfill his expressed aims.

The Senator said he has been working for greater use of radio and television in the public service and educational fields, whether efforts are under commercial or non-commercial sponsorship.

RTMA COMMITTEES

Appointed by Sprague

THREE committees — tax, traffic and industrial relations—were appointed last week by Robert C. Sprague, chairman of the board, Radio-Television Mfrs. Assn. A. M. Freeman, RCA Victor Division, was reappointed chairman of the Tax Committee, with F. Cleveland Hedrick Jr. as special counsel and secretary.

John B. Swan, Philco Corp., was reappointed chairman of the Traffic Committee with W. L. Fogelson, P. R. Mallory & Co., vice chairman. Leslie E. Woods, Raytheon Mfg. Co., was named chairman of the Industrial Relations Committee. Harvey Stephens, International Resistance Co., was named vice chairman.

TIGHTER CONTROLS

NPA's New Criteria

(Also see story, page 38)

RADIO-TV broadcasters who seek construction materials and plan to commence building or alteration, with authorization after Oct. 1, were confronted last week with hard-fast new criteria governing "essential projects."

Already faced with a temporary "freeze" on new construction, broadcasters were told, in effect, they would be denied fourth-quarter materials allotments for larger projects "unless the denial will adversely affect public health, safety or welfare."

The National Production Authority announced that "relative essentiality" of projects will be "the controlling factor in determining whether to grant permission to build and make an allotment of materials." Radio and television facilities were specifically cited by the agency. Projects involving use of less than two tons of steel and 200 pounds of copper need no approval.

Essential Priorities Listed

Industry authorities were momentarily unable to judge whether broadcasters could make an adequate presentation under these three classes of "essentiality" priorities set forth by the NPA in the following order:

● Construction projects "which will further the defense effort by providing facilities in areas adjacent to military establishments or defense plants" (mostly aircraft facilities).

● Construction required as a result of disaster "materially affecting the public interest" or essential to meet community needs.

● Industrial (not commercial) construction and plant expansion essential to "the maintenance of public health, safety or welfare."

For broadcasters the picture shaped up this way:

● Applications for station grants or permits approved by the FCC probably will receive favorable consideration if the broadcaster has made contractual commitments for building or is currently in the process of construction.

● Broadcasters who have received FCC approval but have made no contract commitments or begun construction would be required to prove that a denial of materials would overlook criteria of public interest, safety or welfare, represent a hardship to the community or contravene the national defense effort.

● Applications filed for materials and building authorization without advance FCC approval—an unlikely contingency—would doubtless be rejected.

Reasoning behind this interpretation, as given in some quarters, is NPA conviction that all non-essential construction should be "postponed" and materials withheld for the quarter beginning Oct. 1. Scarcity of steel, vital in station construction, was particularly stressed.

NPA evaluated the situation in this statement:

No commercial construction will receive allotments of materials for the fourth quarter unless public interest would be so adversely affected by such a denial that it would be a serious and unreasonable hardship upon the community involved, or would have an adverse effect upon the defense effort, or would seriously affect public health, welfare or safety.

Controlling Factors

Considerations of profit or loss, personal inconvenience, or lack of efficiency of commercial operations will not constitute "controlling or influencing factors in final determinations," NPA emphasized.

Special consideration will be given, however, to building already underway (meaning where materials have been ordered and/or incorporated into structures) where failure to proceed would be "uneconomic" and not in the public interest.

Government officials had hinted the past fortnight that, because of demands on materials, broadcast and other applications would be more closely scrutinized with an eye to essentiality [BROADCASTING • TELECASTING, Aug. 13].

Last Thursday's action was viewed in some quarters as tantamount to a fourth-quarter freeze on sizable broadcast projects failing to meet these criteria. Other authorities felt that the new regulations merely impose restrictions—implied—but not carried out literally—in NPA's original construction order. At that time it was believed that the number of current AM-FM-TV facilities in relation to any one community would serve as one criteria, as well as

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D. C. DEFENSE

Broadcasters Planning Slowed

PROGRESS on communication installations for the District of Columbia civil defense system has been temporarily slowed because of difficulty in obtaining amplifiers for its supersonically-controlled air-raid warning system. As a result, broadcasters' role has not yet crystalized.

The Defense Dept. reportedly has pre-empted materials tabbed for more than 30 amplifiers or public address horns and other equipment under a contract with RCA. The horns would be activated by special FM receivers located at control centers. Only four have been installed.

With the delay in receipt of equipment, broadcast participation in District civil defense has also been slow, save in classified monitoring or frequency sequential tests which have been conducted periodically in recent months under FCC supervision. Plan calls for one Washington station to serve as a monitor outlet.

Local civil defense officials reported that they have tested new 50 w transmitters installed at four control centers, and a primary 250 w transmitter at the main command post. Supersonic devices, a new departure for warning systems, render use of telephone lines unnecessary and represent the outgrowth of experimental work in transit radio and other specialized services.

An advisory committee comprising broadcasters and other media has been inactive while the District Office of Civil Defense galvanizes its planning into reality. Next step, after obtaining equipment, is to recruit personnel. Kenneth Berkeley, vice president and general manager of WMAL-AM-FM-TV (ABC), is a committee member. WRC, WTOP, and other stations also are represented. Ross Beville, chief engineer of WWDC-AM-FM, heads a subcommittee on broadcast phases.

PROGRESS REPORT

Wilson Lauds Electronics

ELECTRONICS manufacturers have jumped their production almost 300% the past six months and bid fair to increase it another 300-fold by the end of 1951, Defense Mobilizer Charles E. Wilson has informed the House Appropriations Committee.

The chief of the Office of Defense Mobilization told House members that America is winning the technological and production race with Soviet Russia, and indicated amazement at electronics progress in particular.

Manufacturers are "conceiving things that are just amazing but awfully intricate to build," he said. Mr. Wilson also noted that equipment, particularly for aircraft, now costs more than the entire figure recorded for planes during World War II. Mr. Wilson is former president of General Electric Co.

'ESSENTIAL' LIST

NARTB Cites Radio-TV Needs

GOOD CHANCE that radio and television will be returned to the government's list of essential industries was voiced last week by NARTB spokesmen after a hearing before the Inter-Agency Advisory Committee on Essential Activities and Critical Occupations.

Plea for classification of radio and TV on the critical list was made Wednesday afternoon before a technical subcommittee of the inter-agency group. Radio and TV were removed from last year's original list when a revised and sharply curtailed list was issued last March.

High praise for the role of the electronic media in World War II and the current emergency was voiced to the subcommittee by Richard E. Sneder, public relations representative of the U. S. Civil Service Commission.

Appearing at his own request, Mr. Sneder said he had worked with NARTB in distributing manpower recruitment announcements. The commission considers radio and television essential to its activities, Mr. Sneder explained.

Dewey Coates, secretary of the inter-agency committee, sat with the technical subcommittee. He acknowledged the essentiality of radio and TV but said NARTB should establish essentiality by showing its inadequacy to meet minimum civilian requirements, or short supply.

Radio-TV Unique

Harold E. Fellows, president, and Richard P. Doherty, employe-employer relations director, contended on behalf of NARTB that radio and TV are unique since they operate with few manpower reserves. They might be unable to meet minimum civilian requirements in case of sudden emergency placing greater demands on the two media, it was explained.

Neal McNaughten, NARTB engineering director, said stations are now asking for operator relief at the rate of about one per day. Many engineers who are in the reserves are being called up, he added. Furthermore, he said, the employment situation in the technical field is getting tighter every day and the two industries are bound to suffer if they can't get recognition on the critical list.

NARTB's delegation at the hearing also included Robert K. Richards, public affairs director, and Charles H. Tower, assistant employe-employer relations director.

Technical Subcommittee

The technical subcommittee included Irvin E. Mitchell, National Production Authority, chairman; Mr. Coates; J. Bernard Josephs, Sidney Hatkin and B. E. Worden, all of NPA.

A majority of the subcommittee indicated they felt radio and TV should receive special consideration by the full inter-agency committee.

CONVENTION SPONSOR?

Industry Consulted

APPROACHES for commercial radio-TV sponsorship of the 1952 national political conventions and for possible public service coverage were charted last week in preliminary discussions among key Democratic-GOP representatives and network executives.

The unprecedented closed meeting was called by the Republican National Committee. Its publicity directors, along with those of the Democratic National Committee, met in Washington with representatives from five radio and four TV networks.

It was understood that no definite conclusions were reached during the one-day session, held Wednesday at the Mayflower Hotel in Washington, and that a similar conclave will be called sometime early next month to resume the exploratory talks.

Among the topics raised by national committee and industry representatives were those touching on commercial sponsorship, convention facility arrangements, TV production problems and operation, the cost of commercial network cancellations which would arise from public service broadcasts, and techniques of media coverage.

At conclusion of the conference, industry representatives agreed to carry back to their respective networks current thinking on these problems. They will confer with top-echelon network executives on these matters as they relate to policy and financial aspects.

Parties Decide Sponsorship

It was emphasized that the ultimate decision to either permit network radio-TV sponsorship under certain conditions or to hold out for public service coverage (with attendant loss of revenue to networks and a myriad of other problems including sponsor selectivity) will rest with Democratic National Committee Chairman William Boyle Jr. and GOP Chairman Guy Gabrielson. Similarly, industry representatives will be guided in future talks by their respective network policies.

The meeting last week followed a conference among radio-TV representatives of the two national committees, which delved into the sponsorship issue and convention site, yet to be selected in Chicago. Additionally, each committee has indicated it will appoint an advertising agency to handle the '52 convention details [BROADCASTING • TELECASTING, Aug. 13, July 23].

Attending last Wednesday's session were these industry representatives: (ABC) Thomas Velotta, vice president in charge of news and special events; (CBS) Earl Gammons, vice president in charge of Washington operations, and Sig Mickelson, director of public affairs; (LBS) John Dunnegan, Washington regional manager (WOL); (MBS) Hollis Seavey, Washington program coordinator, and Milton Burgh, news director; (NBC) William R. McAndrew, general manager, WRC-AM-FM WNBW (TV) Washington, and William F. Brooks, vice president in charge of public relations; and (DuMont TV Network) Walter Compton, manager, WTTG (TV) Washington.

Radio-TV Chiefs

Representing the national committees were: (Democratic) Fred Van Devander, publicity director, and Kenneth Fry, radio-TV chief; (Republican) William Mylander, publicity director, and Ed Ingle, radio-TV chief.

While national committeemen and industry executives were exploring the multitude of problems bearing on '52 convention coverage, there were indications that the politicos themselves were primping with an eye to radio and TV.

Commitments for radio-TV by Senators and House members have not crystalized as yet, but here again campaigning poses some thorny questions not likely to be resolved before the 82d Congress reconvenes for the second session next January.

Involved are such factors as selectivity of media, costs of utilizing "live" or film television shots, coverage of constituents' areas, production techniques and other complicated problems.

But a few Senators and Representatives already have evidenced their eagerness to get into the TV swim on the basis of filmed reports "to the folks back home." One is Sen. William Benton (D-Conn.), who is up next year for his first full term in the upper chamber.

Sen. Benton, staunch advocate of educational TV and the Voice of America, has already laid the groundwork with commencement of a series of 10-minute film reports on WNHC-TV New Haven, Conn. The Democratic National Committee is defraying part of the finances. Film costs and the hours of preparation needed for each program are cited as a difficult problem confronting the Senator, and as a result he may turn to live TV spots after October. Possibility also was held out that he may reduce his program to five-minute stints.

Keating Talks

A similar venture has been launched by the Republican National Committee on behalf of Rep. Kenneth B. Keating (R-N. Y.), who last March began a series of 10-minute talks aimed at constituents in his 40th District covering Rochester. On the Senate side, the GOP has similar plans for Sen. Arthur V. Watkins (R-Utah), who also will campaign for re-election in 1952. Sen. William F. Know-

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GRID COVERAGE

Tide Water Sets Pact

CONTRACTS for radio coverage of college football games are being signed as opening of the season approaches, with automotive and petroleum sponsors joining the list [BROADCASTING • TELECASTING, Aug. 13].

Such companies as Atlantic Refining, Tide Water Associated Oil, regional Chevrolet dealers and electronic manufacturers will sponsor play-by-play broadcasts or related sports programs.

Tide Water will use over 125 Pacific Coast stations, many of which are regional or national network affiliates, to cover 80 major western collegiate games. Chevrolet dealer groups in Maryland, Virginia and Pennsylvania are completing negotiations for games through Ketchum, MacLeod & Grove, Pittsburgh agency.

Eleven Chevrolet dealers in the Maryland area will sponsor nine U. of Maryland games on a hookup of 11 stations, keyed from WITH Baltimore. Delaware, West Virginia and District of Columbia outlets will be used in the hookup. High spot of the Sept. 29-Nov. 30 schedule will be the Maryland-Navy game in Baltimore. Bob Wolff will handle the running account with commentary by Steve Douglas.

* * *

STATEWIDE network will carry U. of Maryland football games this autumn under Chevrolet dealer sponsorship. At contract signing (seated, l to r): Louis W. Kiefer, Baltimore dealer; James M. Tatum, U. of Maryland coach; Charles W. Hoffman, Hagerstown, dealer; (standing) J. William McIlhenny, of Ketchum, MacLeod & Grove, Pittsburgh agency; M. J. Logan, Chevrolet zone manager; William W. Cobey, U. of Maryland graduate athletic manager.

Virginia Chevrolet dealer groups will sponsor games of the U. of Virginia on a 25-station network keyed from WRNL Richmond. Announcers will be Charles Harville and Howard Hamrick.

Tide Water's schedule, placed through Buchanan & Co., San Francisco, will open with the Sept. 21 night game between U. of San Francisco and San Jose State and close Dec. 1 with the Southern California - Notre Dame game. Harold R. Deal, manager of advertising and sales promotion for the sponsor, said this marks the firm's 26th year of sports broadcasting. Included in the special network are stations of NBC, Don Lee-Mutual, Intermountain and Arizona Broadcasting System networks.

Film Versions

TV coverage was mapped by WDSU-TV New Orleans, which plans to telecast film version of all Tulane U. and Louisiana State U. games under sponsorship of D. H. Helmes Co.

Phillips 66 and Lee Tires will sponsor *All-American Game of the Week* on a selective TV spot basis in the South and Midwest, through Lambert & Feasley, New York.

More than 60 stations already have signed for *Touchdown Tips with Sam Hayes*, RCA syndicated football roundup series, Manager A. B. Sambrook of RCA Recorded Program Services Sales reported last week. He said the 13-week

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PICTURED celebrating the fifth birthday of WLAN Lancaster, Pa., at the Lancaster Country Club luncheon [BROADCASTING • TELECASTING, Aug. 13] are (standing, l to r): Arthur Beckwith, WLAN; Pete Konders, Philadelphia; Robert W. Robbins, Headley-Reed, New York; Herb Gruber, Cecil & Presbrey, New York; John Marsich, Kudner Agency, New York; Herb Classen, Ruthrauff & Ryan, New York; Jack Hardingham, Headley-Reed, New York; Fred Stoutland, BBDO, New York; Sam Altdoerffer, WLAN, the host; Frank Altdoerffer, WLAN president; Bob Keller, Robert S. Keller Inc., New York; Jerry Feniger, Cunningham & Walsh, New York; Richard Hogue, Headley-Reed, New York; Bob Dome, Headley-Reed, Philadelphia; Frank Breslin, Headley-Reed, New York; and Dewees Yeager, J. Walter Thompson Co., New York. Seated (second row, l to r): Gordon Ensign, Benton & Bowles, New York; Ann Small, Duane Jones Co., New York; Pat Hartnett, J. M. Mathes Inc., New York; Penelope Simmons, Federal Adv., New York; Edna Hanna, WLAN; Lillian Selb, Foote, Cone & Belding, New York; Genevieve Schubert, Compton Adv., New York; and Walt Erickson, Philadelphia. Front row (l to r): Walter Dunn, Headley-Reed, New York; Ted Kelly, McCann-Erickson, New York; George Keet, Harrisburg; Frank Knight, Phila.

PARAMOUNT HEARING

Movie Firms 'Study'

THE MAJOR movie firms had no comment last week on FCC's order for hearing on the qualifications of certain Paramount firms to be broadcast station licensees in view of past anti-trust "violations"—issues also held applicable to their future in radio and TV [BROADCASTING • TELECASTING, Aug. 13].

But they acknowledged they are "studying" the order and its implications carefully. For the present, it appeared that 20th Century-Fox, Warner Bros. and Loew's among others, plan to "watch developments" before deciding on specific action.

The FCC investigation was called upon all pending transfer, renewal and license applications of the several Paramount firms and DuMont. It is recognized as the "pilot case" which may determine Commission policy as to future movie participation in the ownership and operation of broadcast stations, particularly television.

Hearing Not Set

The effect on control of the media of mass communication is considered to be one fundamental background issue in the proceeding. FCC has considered similar broad "public policy" questions before in other fields, notably the onetime newspaper ownership study.

The proposed merger of ABC and United Paramount Theatres Inc. has not been set for hearing although some Commission quarters and Paramount spokesmen feel it will be consolidated with the overall Paramount-DuMont inquiry as soon as the FCC staff completes initial review of the merger papers.

These are among the unanswered questions seen in the overall proceeding:

● Whether other movie "majors" will seek to intervene in the case since general issues may be implied or precedent established. Certain movie interests already have protested the proposed ABC-UPT merger [BROADCASTING • TELECASTING, Aug. 6.].

● What position, if any, Justice Dept. may take. Admittedly reviewing problem, Justice volunteered "memorandum" of views in FCC's earlier "uniform policy" case which touched on some facets of present proceedings. Justice has intervened in other FCC cases, principally common carrier.

● Possibility FCC could view movie entry into TV as stimulus, rather than deterrent, to internetwork and station competition. This especially is posed respecting ABC-UPT merger.

● How many of basic problems in FCCs forthcoming theatre television hearing may overlap in Paramount-DuMont case. Theatre TV inquiry has been postponed from Sept. 17 to Nov. 26 [BROADCASTING • TELECASTING, Aug. 6].

Certain FCC and industry representatives consider the ABC-UPT merger proposal has forced the Commission to look at the policy problems involved in the motion picture participation in radio-TV.

They point out the issue has been approached several times since 1946, when FCC authorized Paramount Television Productions Inc. to construct KTLA (TV) Hollywood. In that grant FCC noted certain pending antitrust litigation to which the applicant was a party, and for the first time asserted Paramount's 29% interest in Allen B. DuMont Labs. constituted "control" of DuMont under certain provisions of the Commission's regulations.

Earlier this year the Commission decided not to set a "uniform policy" in the handling of applications from firms found to have violated federal laws other than the Communications Act [BROADCASTING • TELECASTING, April 2]. Rather, FCC decided to act on a case-to-case basis.

The movie anti-trust problem was recognized as chiefly responsible for this study and several of the major movie firms filed comments.

Several Justice Dept. sources last week indicated that agency is considering various legal aspects of movie ownership and operation in broadcasting.

FCC's hearing "opens up Pandora's box" for the movie interests, one spokesman commented.

DuMont representatives had no comment on FCC's hearing order but they indicated specific action may be announced this week.

DuMont in the past has been openly unhappy about the Paramount "control" issue. In March the firm again protested the continued temporary licensing of its stations to the Commission.

DuMont held the non-action has been a "critical hardship" in the conduct of its business [BROADCASTING • TELECASTING, March 19]. The firm indicated it is being penalized because another firm has been involved in an anti-trust proceeding to which it was not a party.

No 'Unexpected Questions'

Spokesmen of the Paramount firms again indicated unofficially the FCC order brought forth no "unexpected questions." They, too, felt some definite action may be announced this week respecting the proceeding.

Observers speculated last week that action on the pending applications may be expedited more by getting on promptly with the hearing rather than seeking out other normal recourse to settle the questions. Legal experts point out such other recourse includes petitioning for clarification of the hearing issues, or amendment of them, as well as stipulation to certain matters.

Issued Aug. 9, the hearing order indicated FCC wants details re-

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BACK TO THE ABACUS

'Whirlwind I' Fails for DuMont Purposes

(Also see story, opposite page)

SUPER, ULTRA perfectionism of an electronic computer threw DuMont engineers for a loop, made them give up their idea of using Massachusetts Institute of Technology's Whirlwind I digital computer to arrive at the definitive U. S. television allocation plan.

DuMont technicians had hoped to feed all allocations criteria (spacing, occupied channels, fixed number of channels for certain cities, etc. etc.) to the computer, sit back and have the machine come out with an unquestionable final allocation plan. They started using the machine April 24, but the machine was too exacting.

Difficulty was, DuMont reports in brief filed last Friday, that the computer would backtrack repeatedly if it couldn't find a channel to fit into a city. It would not only scan all possible channels to be fitted in for that city, but if it couldn't find one it would start back and change previous assignments—over and over.

"Even . . . with the computer operating at the rate of 50,000 operations per second," says DuMont report, "trillions of centuries would be required to exhaust all possible combinations."

Reason: Not enough storage capacity, says DuMont. But in a few years the machine's storage capacity may be increased fourfold, and then it could come out with the unbreakable answer, the report states.

ADVISORY BOARD

Benton Offers Substitute

WITH undiminished fervor, Sen. William Benton (D-Conn.) last week opened a new phase of his Capitol Hill campaign to win support for his proposed National Citizens Advisory Board for Radio and Television [CLOSED CIRCUIT, Aug. 6].

Sen. Benton formally introduced revisions of the bill (S 1579) and resolution (S J Res 76) he introduced last June [BROADCASTING • TELECASTING, June 11, 4] in the form of amendments last Monday.

Speaking on the floor of the Senate, the former advertising executive revealed:

● FCC Chairman Wayne Coy "has personally approved the new draft of the bill though he makes it clear that he does not necessarily speak for other members of the Commission."

● That he hoped the Senate Interstate Commerce Committee would regard the revisions "as substitutes" for the earlier legislation.

● Although the proposed board "would not be subject to the charge of 'censorship' . . . yet its potency should not be underestimated."

● The New York Board of Regents has informed him, through its counsel, Henry C. Fischer, that it is going ahead with plans to ask the FCC for licenses to construct a network of 11 educational TV stations in that state. (Under the tentative FCC allocation table the state would have eight stations reserved for educational institutions).

Co-sponsors of Bill

As in the past, there were co-sponsors to Sen. Benton's proposals. They were Sens. Lester Hunt (D-Wyo.), Leverett Saltonstall (R-Mass.) and John W. Bricker (R-Ohio).

Essentially there is little change in the bill in so far as the creation of the advisory board is concerned. However, dropped from the resolution is the provision that would extend the freeze on TV stations from another six months to a year.

The resolution otherwise would carry through its original intent of outlining the various phases of broadcasting which the board would review [BROADCASTING • TELECASTING, June 11, 4]. It would call upon the FCC to grant TV station licenses on a yearly basis (the Communications Act spells out a maximum three-to-five years for a broadcast station license grant); prod the Commission into exploration of subscription broadcasting and encourage its development, and create the citizens advisory board.

The bill outlines the organization and function of the advisory board. Here, language was changed in order to, as Sen. Benton told the Senate, "make it even more clear that the proposed Citizens Advisory Board is advisory only, and further to make it clear that the board's functions do not conflict with or in any way supersede the statutory powers vested by the Congress in the FCC."

Questioned about the new legislation, Chairman Coy said that while he has not seen the new amendments or the legislation, he "generally supports the idea of an advisory committee to assess the contributions of radio and TV to the American people and to encourage the formation of listener councils." (The latter was expounded last week by FCC Comr. Edward M. Webster, see story, page 70).

Chairman Coy then added: "I think it would be a good thing to know whether the people are get-

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STATE NETWORK

Sokolsky Hits Pa. Bill

BILL in Pennsylvania's General Assembly (# 784) to set up a television network for non-commercial educational purposes has been roundly scolded by Newsman George E. Sokolsky in an ABC broadcast. His script was printed in the *Congressional Record* last Wednesday by Sen. Joseph R. McCarthy (R-Wis.).

Mr. Sokolsky said: "It used to be said that when private enterprise failed, it was the duty and obligation of government to step in. But that is not true of radio or television. They are, on the whole, well-managed organizations, performing a useful service, doing it better than anywhere else on earth, although still not good enough, and making a profit at it."

Asserting that the Pennsylvania bill "is only important because it shows the politicians cannot keep their hands off things," Mr. Sokolsky warned that they "jumped the gun and want to set up a costly system, competitive with private enterprise." If they get away with it, he said, "it will be followed in other states and will place upon the taxpayer another unjustified and heavy burden."

Although the bill asks for $100,000 "as a starter," Mr. Sokolsky said, it would be more like $25 million and that "would be low." He said he wished to ask how many cities would have "booster and subsidiary stations" and what type of buildings and amount of land would be purchased. The bill asks for a "master station and subsidiary stations as may be needed."

DuMONT PLAN

Revise Allocation, FCC Asked

DuMONT THREW the book at the FCC for the second time—when it filed its affirmative case last Friday—the first to do so under the Commission's July 25 order of testimony on the city-by-city TV allocation proceedings [BROADCASTING • TELECASTING, July 30].

In an impassioned plea for the FCC to adopt its plan of channel allocations throughout the U. S., DuMont stresses that its plan provides more channels to more cities (particularly in top markets) than does the FCC's.

That means more network competition, the broadcaster-manufacturer states.

FCC's plan allots four or more VHF channels to only six of the top 25 U. S. markets, DuMont says. A TV network must have most of the 25 top markets to exist, and its plan furnishes four VHF channels to 21 of the top 25, DuMont points out.

Thus the FCC plan fosters monopoly, it implies.

DuMont plan even takes into account the oppositions to its proposals from the 85 broadcasters and educators who filed objections June 11 and which the FCC listed in its order of appearances July 18 [BROADCASTING • TELECASTING, July 23].

FCC's Position

General consensus is that the FCC will hardly rip up its own allocation plan to accept DuMont's —even if it were to agree to the DuMont contention that its plan makes more efficient use of the spectrum.

Most observers feel that the FCC may use some of the DuMont recommendations to increase the number of channels in many cities—as pressures develop during the city-by-city hearings.

Thus the FCC may end up with an allocations plan that lies between the acknowledged looseness of its present proposals and tightness of DuMont's.

That attitude is based on the feeling that it is better to have some leeway for future channel shifts, rather than right off to nail down channels assignments hard and fast.

The DuMont plan fundamentally is based on economic and population factors. That is also considered to weigh against its adoption. The FCC set up a different set of priorities for TV assignments.

Allocation Criteria

As established in the Commission's March 21 notice, FCC criteria are to establish either one or two TV services to all parts of the U. S. and to each community. Only after that was realized, were population, location and the number of TV services a community was getting from stations outside its boundaries to be taken into account.

DuMont says its allocation plan is based on providing TV service "as far as possible to all the people of the U. S." and to provide "a fair, efficient; and equitable distribution of TV broadcast stations to the several states and communities."

In essence, it says its plan "serves the most people with the most possible TV services."

Among the new data included in last week's DuMont presentation not in its May comment are:

● Population figures.

● Complete comparison between its plan and the FCC's of all UHF allocations. In May, DuMont comment only made such comparisons for northeastern U. S.

● Comparison of Canadian and Mexican allocation proposals.

● Maps of all 12 VHF channels, comparing its proposals with the FCC's.

DuMont still plans to change only 19 of the existing 107 TV stations operating on VHF — compared to 31 changes proposed by the FCC.

To clinch its claim that it utilizes the spectrum more efficiently than does the FCC, DuMont cites the following advantages in assignments of VHF channels to cities. This is on the assumption that only VHF wavelengths can be considered the competitive equal of present stations.

● FCC plan allocates 558 VHF channels to 342 communities, compared with the DuMont plan which assigns 655 such channels to 375 communities.

● FCC assigns four or more VHF channels to 21 cities, covering a population of 47,408,976—or 32% of the U. S. total; DuMont to 53 cities, covering 73,904,115 people—or 49% of the population. These population figures are based on an estimated 50-mile radius for VHF stations.

● In the top 100 markets, the FCC plans to assign four or more VHF channels to 18 cities, covering 46,848,829 population; DuMont to 47 cities, covering 73,021,139.

● In the top 50 markets, the FCC plans to assign four or more VHF channels to 16 cities, covering 46,228,158 people; DuMont to 30 cities, covering 64,641,520.

Compares Proposals

Unique approach is that of comparing the FCC's proposals and its own in the area of the U. S. with highest population density—north and east of Memphis, according to DuMont.

In that area, says DuMont, the FCC plans to assign four or more VHF channels to 37 cities, covering 60,789,061. DuMont proposes

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NARTB MEMBERSHIP

WGN Among 16 Joining

NARTB enters its three-month schedule of district meetings next Thursday at Roanoke, Va., under the impetus of a record influx of new members.

Signing of 16 new radio stations last week by the NARTB Station Relations Dept. marked a seven-year record. Heading the list was WGN Chicago, along with WGNB, its FM affiliate.

Program for the Thursday-Friday meeting at Roanoke [BROADCASTING • TELECASTING, Aug. 13] was completed last week by Harold Essex, WSJS Winston-Salem, N. C., NARTB District 4 director. The meeting sets the pace for the series of 17 district gatherings that runs through mid-November.

Largest Membership

Largest of the 17 areas in point of membership, District 4 includes District of Columbia and contiguous Maryland counties, Virginia, North Carolina and South Carolina. Attendance will pass the 250 mark and may reach 300, Mr. Essex said, judging by advance registrations. Meetings will be held at the Hotel Roanoke.

Harold E. Fellows, NARTB president, will make the district circut, his first since assuming the presidency last June. He will address the meeting Thursday afternoon and then start a question-answer battle royal in which members will have a chance to air any association gripes they may be harboring.

Mr. Essex

Mr. Fellows

* * *

Mr. Fellows told BROADCASTING • TELECASTING the NARTB headquarters staff "is enthusiastic about the job we want to do for our members. You can imagine that 16 new applications for membership within one week does much to build up that enthusiasm."

Commenting on the Station Relations Dept. achievement in bringing in 128 new member stations since last Nov. 1, Mr. Fellows said, "This record speaks not only well for the association's services but confirms the good judgment of the NARTB board in establishing a Station Relations Dept. In the list of new members are some of the nation's finest broadcasting stations, now aligning themselves with brother industry leaders. I confidently believe this is the beginning of a trend which will find NARTB stronger than ever before in its history by the time we meet again at Chicago next April."

Details of a number of new NARTB services will be announced during the district meetings, Mr. Fellows said, describing them as "basic services intended to help station operators not only in the broad fields of public relations and government relations but in the specific areas of programming and management control."

Mr. Essex said the Roanoke delegates will be welcomed Thursday morning by Lt. Gov. L. Preston Collins, of Virginia. Lt. Gov. Collins is part owner of WMEV Marion, Va.

Fellows to Speak

After introduction of associate members, Carl Haverlin, BMI president, will address the meeting. Mr. Haverlin will conduct a BMI clinic Wedensday for the Virginia Assn. of Broadcasters, with Mr. Fellows as a featured speaker.

Thursday morning speakers, include Robert K. Richards, NARTB public affairs director, and Ralph W. Hardy, government relations director. Mr. Richards will describe NARTB services and Mr. Hardy will review the association's contacts with legislative and administrative bodies.

Added to the Thursday morning agenda is a showing of an Associated Press film depicting how news can be used for revenue purposes. Oliver S. Gramling, AP's assistant to the general manager for radio, will preside at the showing.

Mr. Fellows will appear at 2 p.m. Thursday, after an informal luncheon and a presentation on behalf of the armed forces. The television portion of the two-day program will follow, with Thad Brown participating as NARTB's TV director. While the general format of district meetings does not include a TV session as such, Mr. Essex requested participation of the TV director because of intense District 4 interest in the subject.

Entertainment for Guests

District 4 and the Virginia Assn. of Broadcasters will be hosts at a 6 p.m. cocktail party, to be followed by a dinner dance. Special entertainment for women guests is planned during the meeting.

Richard P. Doherty, NARTB employe-employer relations director, will conduct a Friday morning session on labor problems, salaries and management. A panel will take over part of the meeting. The convention business meeting will be held at 12 noon.

Friday afternoon will be in charge of William B. Ryan, president of Broadcast Advertising Bureau. Mr. Ryan will make the first formal presentation of the "full arsenal of BAB sales devices and promotion aids" as part of the afternoon sales clinic.

BAB sessions during the district meetings are open to all commercial stations in each district regardless of membership in BAB or NARTB, Mr. Ryan said. NARTB itself is inviting some non-members to the meetings at the discretion of each district director.

Kobak To Attend

Edgar Kobak, consultant, BAB's board chairman, will open BAB's Roanoke program with a review of fundamental industry needs. After Mr. Ryan's presentation, Lee Hart, BAB retail specialists, will discuss sales aids derived from studies conducted by Advertising Research Bureau, showing superiority of radio over newspapers in stimulating retail sales.

A BAB clinic, Mr. Ryan said, will include Robert M. Lambe, WTAR Norfolk, Va., chairman; Harry B. Shaw, WSJS Winston-Salem; Gus Youngstead, WPTF Raleigh; James W. Hicks, WCOS Columbia, S. C.; Ed Whitlock, WRNL Richmond; James A. Hagan, WWNC Asheville and John Harkrader, WDBJ Roanoke.

In announcing that NARTB had signed 16 new members last week, the association disclosed that all but four of the 128 stations joining since last Nov. 1 had taken the

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NBC PURCHASE

Land Deal Closes Sept. 17

ESCROW proceeding in the purchase of 19 acres of Burbank, Calif., city-owned land by NBC for its proposed $25 million Radio-Television Center [BROADCASTING • TELECASTING, July 30] will be closed Sept. 17.

NBC New York board of directors originally agreed to close the deal by Aug. 31, according to Burbank City Attorney Archie Walters. Indecision on a nine-acre parcel of land involved caused the extension of the sale terms. Price of the 19 acres is $263,287.50.

A Warner Bros. Studio spokesman told BROADCASTING • TELECASTING last Thursday that NBC has filed deeds to 30 acres of studio-owned land in Burbank recently purchased for reported $750,000. Property adjoins 19 acres being sold by Burbank to NBC.

Property involved faces Alameda St., west of Buena Vista St. in southwestern Burbank. It adjoins the Warner Bros. studio. The city, in the deal worked out, agreed to vacate one street and permit construction of buildings over a storm drain as conditions of the sale, according to Mr. Walters.

Construction of the Radio-TV Center will not start until 1953, it was said. Although denied by the network executives, it is understood that the present Hollywood Western Div. headquarters at Sunset Blvd. and Vine St. will be disposed of upon completion of the project.

AFRA-TVA MERGER

Complete Talent Unification Seen

MERGER of American Federation of Radio Artists with Television Authority, voted by AFRA convention delegates in Minneapolis a fortnight ago [BROADCASTING • TELECASTING, Aug. 13], is considered by union officials "the first step" in an amalgamation of all talent unions.

AFRA spokesmen, during the convention and afterwards, pointed out to the industry generally that the merger is the beginning and not the end, as some observers believed, of the original plan of the Associated Actors and Artistes of America (AAAA) for a union of all talent into a single group which would issue only one card to performers.

The move, now under discussion by top AFRA and TVA men now, is expected to be completed by early 1952. Transition would be almost effortless inasmuch as many AFRA executives in major as well as secondary areas are now handling TVA business.

Convention delegates voted to ban from membership any cardholders or applicants who were members after Dec. 31, 1945 of any organization deemed subversive by the U. S. Attorney General or any other "authorized" federal agency. Such an amendment to the constitution was approved by members nationally in a mail vote 2,118 to 457. Convention delegates, supporting the proposal for an anti-Communist clause, vetoed, however, a suggestion that the time-limit on membership in the Communist Party be changed to the time after the recent convention instead of Dec. 31, 1945, and another which provided that only a member of the Communist Party, rather than one of any group cited as subversive, would be barred from AFRA. Clause now pertains to various totalitarian and fascist groups as well as Communist.

To Check Code Violations

Conventioneers moved to check more closely for violation of AFRA transcription codes, charging reuse of transcriptions without payment of talent fees periodically and misuse of musicians who are signed to handle speaking or singing parts which should be handled by AFRA workers. Reports of such violations will be sent by field workers to New York headquarters where they will be studied and serve as a basis for recommendations during the next negotiations.

JUNE TIME SALES

Five Classes Dominate Network Business

FOODS, Toiletries, Drugs, Tobaccos and Laundry Soaps & Cleansers—the five leading classes of goods advertised on the radio networks—account for more than three-quarters of all network time sales, according to a BROADCASTING • TELECASTING analysis of advertisers' expenditures for network time in June 1951, as recorded by Publishers Information Bureau.

Breakdown of Classes

Product group breakdown of June network time sales made by PIB shows Foods in first place with 23.2% of the total amount expended for network facilities by all advertisers; Toiletries & Toilet Goods second with 16.8%; Drugs & Remedies third with 12.6%; Smoking Materials — cigarettes, pipe tobaccos and lighters—fourth with 12.3%; Laundry Soaps, Cleansers & Polishes fifth with 11.1%. Combined, the five leading groups account for 76.0% of all network gross time sale revenue during June.

Three of the top five network advertiser groups—Soaps, Cleansers & Polishes, Foods & Food Products, Drugs & Remedies—also are among the five largest users of national spot radio, according to survey made by BROADCASTING • TELECASTING of station income which showed that among spot advertisers, makers of soaps, foods and drugs ranked one, two, three, with brewers in fourth place and automobile and accessory manufacturers ranking fifth.

Survey Comparisons

Same survey [BROADCASTING • TELECASTING, Aug. 6] revealed that only one of the top network sponsor groups attained similar prominence at the local level; food advertising on the average was ranked by station operators as their second largest source of local advertising revenue. The local top-spending advertising groups were: Automobile & Auto Accessories, in first place; Foods, second; Appliances, third; Department Stores, fourth; Furniture, fifth.

P&G Top Advertiser

Procter & Gamble Co. in June continued as the number one network client, its more than $1.8 million worth of network time purchases, at gross rates, being nearly three times the sum spent also at gross rates, by General Foods. Table III itemizes gross network time purchases of the top 10 clients. Leading advertiser in each product class is listed in Table II. Table I shows the total gross time purchases of all advertisers in each product group, for June and for the first half of the year, with 1951 billings compared to 1950.

TABLE I

GROSS RADIO NETWORK TIME SALES FOR JUNE AND FIRST HALF OF 1951 COMPARED TO 1950, BY PRODUCT GROUPS

PRODUCT	JUNE 1951	JAN.-JUNE 1951	JUNE 1950	JAN.-JUNE 1950
Agriculture & Farming	$43,114	$349,507	$61,745	$536,954
Apparel, Footwear & Acces.	9,060	491,497	81,208	698,736
Automotive, Automotive Acces. & Supplies	302,831	2,331,700	360,111	3,009,326
Beer, Wine & Liquor	279,497	1,763,790	234,752	1,483,563
Building Materials, Equip. & Supp'lies	102,678	708,437	105,549	689,286
Confectionary & Soft Drinks	507,295	3,178,820	671,416	3,709,693
Consumer Services	245,634	1,668,012	144,948	935,104
Drugs & Remedies	1,874,230	12,515,930	2,092,351	12,719,255
Food & Food Products	3,446,762	23,461,215	3,606,879	23,530,111
Gasoline, Lubricants & Other Fuels	454,413	3,031,373	390,779	2,484,158
Horticulture	.....	86,394	.....	105,696
Household Equip. & Supp'lies	229,557	1,441,476	307,181	1,613,036
Household Furnishings	80,414	501,229	38,750	240,493
Industrial Materials	172,612	1,090,115	172,830	1,123,095
Insurance	279,035	1,585,612	242,593	1,468,336
Jewelry, Optical Goods & Cameras	82,622	611,105	127,000	909,453
Office Equip., Stationery & Writing Supp'lies	.....	289,292	94,768	814,195
Publishing & Media	16,355	166,643	9,088	573,759
Radio, TV Sets, Phonographs, Musical Instruments & Acces.	263,636	1,299,294	108,551	613,803
Retail Stores	948	24,969	1,080	24,148
Smoking Materials	1,830,593	11,145,251	1,831,164	12,379,112
Soaps Cleansers & Polishes	1,649,301	9,788,272	1,793,593	10,813,032
Toiletries & Toilet Goods	2,501,035	14,693,349	2,108,067	13,234,909
Transportation, Travel & Resorts	83,199	660,545	66,228	436,770
Miscellaneous	417,289	2,551,405	413,500	2,687,300
TOTAL	$14,872,111	$95,535,232	$15,070,491	$96,907,033

SOURCE: Publishers Information Bureau

TABLE II

LEADING NETWORK ADVERTISERS BY PRODUCT GROUPS FOR JUNE 1951

Agriculture & Farming	Allis-Chalmers Mfg. Corp.	$41,858
Apparel, Footwear & Acces.	Frank H. Lee Co.	9,060
Automotive, Automotive Acces. & Supplies	Electric Auto-Lite Co.	77,082
Beer, Wine & Liquor	Schenley Corp.	90,346
Building Materials, Equip. & Supplies	Johns-Manville Corp.	102,678
Confectionery & Soft Drinks	Wm. H. Wrigley Co.	162,390
Consumer Services	U. S. Government	88,548
Drugs & Remedies	Miles Labs	550,023
Food & Food Products	General Foods	670,629
Gasoline, Lubricants & Other Fuels	Standard Oil of Indiana	107,810
Household Equip. & Supplies	Philco Corp.	128,655
Household Furnishings	Armstrong Cork	45,587
Industrial Materials	U. S. Steel	107,200
Insurance	Prudential Insurance Co.	113,115
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	82,622
Publishing & Media	Book Assoc.	8,191
Radio, TV Sets, Phonographs, Musical Instruments & Acces.	RCA	253,234
Retail Stores & Direct Mail	Dr. Hiss Shoe Stores	948
Smoking Materials	Liggett & Myers Co.	495,377
Soaps, Cleansers & Polishes	Procter & Gamble	1,116,871
Toiletries & Toilet Goods	Procter & Gamble	620,150
Transportation, Travel & Resorts	American Assn. of Railroads	67,660
Miscellaneous	American Federation of Labor	99,249

TABLE III

TOP TEN RADIO NETWORK ADVERTISERS IN JUNE 1951

1.	Procter & Gamble Co.	$1,852,277
2.	General Foods	670,629
3.	Sterling Drug Co.	557,861
4.	Lever Bros.	554,292
5.	Miles Labs	550,023
6.	Colgate-Palmolive-Peet Co.	534,607
7.	American Home Products Co.	523,024
8.	Liggett & Myers Co.	495,377
9.	Campbell Soup Co.	466,046
10.	General Mills	465,948

NEAMAN NAMED

CBS Labs Senior Attorney

MILTON R. NEAMAN of Mamaroneck, N. Y., was named senior attorney for the CBS Laboratories Division by President Adrian Murphy last week.

Another change in the CBS organizational structure was announced Wednesday when officials of Royal Wood Products Manufacturing Co., wholly owned subsidiary of CBS's CBS-Columbia Inc., elected Max Epstein vice president and director.

Mr. Neaman, a graduate of Harvard College and Harvard Law School, served during the war as assistant general counsel to the quartermaster general and as member of Gen. Lucius D. Clay's legal staff. Since then, he has been assistant to the president and board member for the Welch Grape Juice Co. and assistant to the president and treasurer of the Soft-Lite Lens Co., Bay State Optical Co., Lansing Assoc., and Burroughs Optomat Inc.

Epstein's Background

Mr. Epstein has been general manager of Royal Wood Products for the last three years, having been associated with the radio-television industry many years prior to that. His election is coincident with an extensive expansion program that Royal Wood Products is planning for its manufacture of radio and television cabinets.

OFF to a "day at the races," sponsored by WPTR Albany, N. Y., these timebuyers and advertising executives are greeted at the plane that brought them from New York. On four successive Thursdays during August WPTR plays host to timebuyers from New York including lunch, dinner, the races and a trip through WPTR facilities. Welcomed on this jaunt are (l to r): Howard W. Maschmeier, WPTR director of news and special events; George Mill, station director of sports; Don Frost, sales executive Weed & Co.; Vera Brennan, Duane Jones Co.; Jean Sullivan, Wyatt & Scheubel; Tom Lynch, Young & Rubicam; Jerry Lyons, Weed sales manager; Doug Ballin, advertising director, Whitehall Pharmacal Co.; Bill Dollard, Young & Rubicam, Bill Lawrence and Chuck Allen, BBDO; Morgan Ryan, vice president and general manager WPTR, and W. R. David Sr., WPTR vice president for engineering and sales.

Tulsa radio executives at the organizational meeting were, left to right, clockwise around the table, Messrs. Meyerson, McClarin, Taylor, Devore, Blust, Akers, Way, Watts, Neal and Bethke. ➤

WGST CHARGES

Hidden Atlanta Ownership

HIDDEN STOCK ownership in both Atlanta Newspapers Inc. and Broadcasting Inc. is charged by the Georgia School of Technology (WGST) in petitions filed last Thursday with the FCC.

This should invalidate the FCC-approved $525,000 sale of Atlanta's WSB-TV Channel 8 facilities, claims Georgia Tech, from *Atlanta Journal* and *Constitution* interests (Cox) to Broadcasting Inc. [BROADCASTING • TELECASTING, Aug. 13].

WGST alleges:

(1) That Joseph L. Morris, 10% stockholder in Broadcasting Inc., "now has, or has had, an interest in Atlanta Newspapers Inc. or its predecessor companies and that such fact was concealed from the Commission. . . ."

(2) That investment bankers Robinson-Humphrey Inc. were the "moving parties" who promoted the sale. That firm member Robey Robinson holds 3,625 and his mother, Eleanore H. Robinson, 21,633 preferred shares in Atlanta Newspapers Inc. That firm member Henry Grady is a trustee for 6,012 preferred shares in Atlanta Newspapers Inc. That firm member Joseph L. Morris owns 6,000 common and 6,000 preferred shares of Broadcasting Inc. That firm member Irvin T. Ragsdale owns 1,000 common and 1,000 preferred shares in Broadcasting Inc.

In other portions of the petition for reconsideration, WGST justifies that it is "aggrieved" by claiming the new station will compete with it both for sponsors and audience; that its application for TV Channel 11 in Atlanta is effectively denied without a hearing by FCC's approval of the WSB-TV sale. (FCC proposes to change Atlanta Channel 8 to 11 in the proposed allocation plan.)

Georgia Tech reiterates a previous petition that the WSB-TV owners should be held to their original agreement that they would give up Channel 8 when they began operation on Channel 2. CP for Channel 2 was granted to the *Atlanta Constitution* in 1948, came into the hands of Atlanta Newspapers Inc. when the *Journal* and *Constitution* were merged in 1950.

WLTV Starts Oct. 1

On Oct. 1, Broadcasting Inc. plans to commence Channel 8 operation with tentative call letters of WLTV. At the same time WSB-TV will begin operating on Channel 2, retaining those call letters.

Transfer of Channel 8 facilities was approved by the FCC Aug. 9 by a 5-0 vote (with Chairman Coy and Comr. Hennock absent). Approval came week after 3-3 tie on matter.

WLTV is owned by a group of Atlanta businessmen, headed by Walter C. Sturdivant, owner of the Montgomery Knitting Mills, Summerville, Ga. General manager of the nation's prospective 108th—and last pre-freeze—TV station is William T. Lane, former WAGE Syracuse executive.

Spaghetti Contest

SIX-WOMAN team representing the Women's Advertising Club of St. Louis will meet a six-man team of St. Louis Browns today (Aug. 20) in a spaghetti-eating contest. Bill Veeck, Browns' owner, will introduce ball players. Miss Le Chapman, continuity and traffic editor of WIL St. Louis, is a member of the women's team. Bud Blattner and Howie Williams, sports announcers, will broadcast a play-by-play account.

Eduardo R. Chibas

SEN. EDUARDO R. CHIBAS, leader of the Cuban Peoples Party, died Aug. 16. Sen. Chibas is reported to have fatally wounded himself Aug. 5, following a fiery radio broadcast denouncing the President of Cuba and his government. The Senator conducted a weekly series of political broadcasts over CMQ Havana. The shot was fired after the show had left the air.

A BEDTIME STORY

But KPRC-TV Plays Safe

KPRC-TV Houston last week rejected a mattress company's one-minute film commercial for fear someone would be offended because it showed a couple in bed.

The rejection was made in spite of a stamp of approval given the film by a Methodist minister who had been invited by the would-be sponsor, the Doyle D. Dennis Bedding Co. of Houston, to inspect it with an ecclesiastical eye.

Bert Mitchell, KPRC-TV program director, agreed that there was "nothing suggestive" about the film, but he said "we just can't take the gamble that it might offend somebody. . . . It's conceivable the FCC would cancel our license if enough people protested."

The banned film first showed a husband and wife trying unsuccessfully to sleep on a bed of standard size and then reposing happily, if at a modest distance, in the "king-size" bed the Dennis company advertises.

FOR THE FIRST time in Armed Forces public relations, television has been made a separate entity. Heretofore linked with radio, the TV branch gained separate stature when Maj. Robert G. Leffingwell (r) was officially appointed chief of television for Headquarters U. S. Air Forces in Europe. Maj. Leffingwell formerly was associated with Walt Disney and Nat Fleischer studios. He was selected by Lt. Col. Barney Oldfield (l), chief of USAFE public information.

Station Unity

(Continued from page 19)

schools and others," Mr. Way added.

A paid executive secretary will be employed by ATB within the next two weeks, Mr. Way said. This secretary will maintain permanent headquarters in the Watts-Payne Adv. Inc., which has been named advisory agency for the new organization. Financing of the group will be borne proportionately by all six member stations.

"One of the regular duties of the executive secretary," explained Mr. Way, "will be to coordinate the free time of all stations for the church and civic groups, and to let them know just how many thousands of dollars' worth of time, at commercial rates, the stations are giving them each year."

Mr. Way pointed out that the new organization will be especially valuable in boosting Red Cross, Community Chest and Chamber of Commerce campaigns.

Others present at Tuesday's meeting were C. B. Akers, vice president of KRMG; L. A. (Bud) Blust, commercial manager of KTUL; Jim Neal, manager of KAKC; Tom Devore, program director at KVOO; W. T. McClarin, promotion manager of KVOO; Don Watts, president of the Watts-Payne ad firm; Dale Bethke, promotion manager of KRMG; J. I. Meyerson, general manager of KOME, and Lawson Taylor, general manager of KFMJ.

COLOR ADAPTER

Motorola Exhibits

PILOT model of an adapter whereby existing monochrome sets can receive CBS color transmissions in black-and-white was shown for the first time last Wednesday in Chicago by Motorola Inc. at the annual convention of Motorola distributors and salesmen. Meeting at the Stevens Hotel, group was told a production line on the adapter will be started as soon as there is sufficient public demand.

The unit is expected to sell for $20, and is 4½-by-6-by-3 inches. It attaches directly onto the back of the picture tube, and is tuned to black and white or color with a simple, single dial. Motorola also showed its "Stratotuner," which brings in UHF frequencies to a VHF set. The unit, a single dial mechanism, is incorporated into the TV receiver at the factory for an added cost of $40, and sells for $49.95 if purchased separately. Production will be started in October. The company de-emphasized color television as it introduced 16 new black and white models, all with 14, 17 and 20-inch black rectangular tubes, for the fall line.

WORLD-wide distribution of the complete line of Reves Soundcraft professional magnetic recording films will be handled by Westrex Corp. (subsidiary, Western Electric Co.), Soundcraft has announced.

NEW 'VOICE' FOR PEACE

Sarnoff Urges Separate Agency

THE Voice of America should be operated by a new agency, "an independent agency, separate from the State Dept. or any other government department," Brig. Gen. David Sarnoff, chairman of the board of RCA, declared Wednesday.

Gen. Sarnoff, who had returned from two months in Europe on Monday, said that he was not criticizing the performance of the present personnel of the Voice of America, "who are doing the best they can with the limitations they have." He noted considerable progress this year in Voice broadcasts over what he had heard when he was last in Europe two years ago, he said.

But, he declared, "the war in the ether is a war which the United States and the democratic countries are not winning." Russia, he said, is today doing the best propaganda job by all odds.

Use of Local Radio

He urged the use of local radio facilities in England and the countries of Western Europe, "as an addition to and not a substitution for our shortwave program." He would favor buying such time from the European radio operators as necessary. But he said he felt that the governments should make it available to the United States as a partial return for the economic and military aid they are receiving.

Declaring that our propaganda job should "either be done on a scale large enough to reach our objective or it isn't worth doing at all," Gen. Sarnoff said that if we are going to spend $100 billion for arming ourselves and our allies in the next two years it would not be unreasonable to spend 1% of that sum for what he termed "psychological peace-fare," which he said is just as important in peacetime as psychological warfare is in war time.

He called for a full revaluation of the Voice of America program, deciding what we want to say, then getting the facilities to say it—shortwave, mediumwave, longwave stations here and abroad, coordinated into a unified operation. He expressed confidence that once the need for such a program is understood there will be little difficulty in obtaining the funds from Congress.

Proposed Agency Defined

The proposed new agency to operate the Voice of America would "have to be a government agency," he explained, possibly an American counterpart to England's Ministry of Information. The State Dept., which formulates our nation's foreign policy, would necessarily be represented on the new agency's board, he said, as would our military authorities. But he expressed the belief that non-governmental spokesmen, representing commerce, education, religion, the arts, and other facets of our society should also be represented in the Voice's top management.

Plan to Increase Audience

Plan to increase the audience for Voice of America broadcasts through the distribution of low-cost personal radios in foreign lands, proposed by Gen. Sarnoff some time ago, is "being worked on," he said. He reported that some progress has been made. Large-screen TV installations in public places might also be valuable disseminators of American messages abroad, he said.

Gen. Sarnoff described as pure "wishful thinking" any idea that the American system of commercially supported broadcasting may be adopted in Europe on any widespread scale.

Television is "practically non-existent" in Europe outside of England, where a million set-owners receive three to four hours of video programs a day from the BBC, Gen. Sarnoff reported. French telecasts, on a dual system of 405 and 819 line images, occupy much less time, he said, and are seen by far fewer viewers with estimates on the number of receivers in France ranging from 12,000 to 40,000. Holland has an experimental service, and that is all the European television there is, he said.

He reported little likelihood for agreement on TV standards throughout Europe in the near future, noting that the English are urging adoption of their 405-line pictures, the French advocating 819 lines and the Belgians and Dutch favoring a 625-line image. With all European television under governmental control, decisions are influenced by political as well as engineering considerations, he said.

Despite this situation, Gen. Sarnoff was optimistic over the outlook for international television, averring that it may well become a reality before 1960.

No Foreign Color TV

There is no color on the air anywhere outside the United States, he reported, and no signs of its regular appearance elsewhere in the immediate future. However, he said, conversations with top executives convinced him that when color comes it will be via the all-electronic compatible system which RCA is advocating at home.

JAPANESE TREATY

Full Coverage By Networks

STAR teams of radio-TV correspondents will be dispatched by the major networks to cover the four-day Japanese Peace Treaty meetings in San Francisco Sept. 4-8. The conference will receive thorough coverage through regular as well as special broadcasts, although final time clearances and air schedules will not be fully worked out until the conference agenda is announced.

CBS Radio has created a special news and public affairs staff, headed by Charles Collingwood, its White House correspondent. From New York, Stuart Novins, CBS Radio Associated Director of Public Affairs, and Dallas Townsend, radio news editor, will join Mr. Collingwood and Don Mozley, KCBS San Francisco in the conference city.

CBS Radio's regular *People's Platform* will emanate from the coast the Sundays preceding and following the meetings, Sept. 2 and Sept. 9, 12 noon to 12:30 p.m. Mr. Collingwood will act as chairman for the discussion among representatives of the signing countries. *Capitol Cloakroom* will be heard from San Francisco Tuesday, Sept. 4, from 10-10:30 p.m. EDT as will the week's *You and the World*, Monday-Friday, 6:15-6:30 p.m. EDT, which for that week will be titled *You and the Japanese Peace Pact*.

NBC, ABC Teams

NBC's team of four reporters will set up headquarters in San Francisco's War Memorial Building to give national audiences radio coverage from Monday, Sept. 3 through Friday, Sept. 7. The group will be headed by Merrill Mueller, former chief of NBC's London Bureau. With Mr. Mueller will be Alex Dreier, who currently broadcasts from Chicago, and Elmer Peterson. Bob Letts, NBC's news bureau chief in San Francisco, will report the local side of the meetings.

The team will make a special 15-minute roundtable report each afternoon at 1 p.m. EDT, Tuesday, Sept. 4 through Friday, Sept 7, the day the treaty is to be signed, and leading conference delegates will be heard on *Yesterday, Today, and Tomorrow* at 1 p.m. Sunday, Sept. 2. Beginning Monday, Sept. 3 through Friday, Sept. 7, NBC will originate a series of daily spot newscasts on *World News Roundup* at 8 a.m. EDT and on both editions of *News of the World*, 7:30 p.m. and 11:15 p.m., EDT.

ABC's Washington reporter Bryson Rash will accompany President Truman when he goes to the conference and will remain there to assist the ABC local news bureau staffs, directed by Victor Reed.

Top-level meetings as well as the treaty signing will be given coast-to-coast time by ABC on all regular as well as special newscasts. Already lined up for conference highlights are *Headline Edition*, Monday-Friday, 7:05 p.m., EDT with Editor-Narrator Taylor Grant and John Daly's *News of Tomorrow*, Monday-Thursday, 10:30 p.m.

Mutual's Coverage

Mutual will cover the full conference week with Bill Henry leading the Mutual crew. Mel Venter of KFRC San Francisco and Mutual's local news bureau will assist, with tie-in broadcasts from the Korean warfront and Tokyo a possibility.

Because the coast-to-coast TV relays will not have been completed, the networks have not pushed their plans for TV coverage, but in all likelihood they at least will follow ABC's plan to cover at least the treaty signing for West Coast audiences. Eastern televiewers will probably see kinsecopes of the event later in the week.

JUDGE JUSTIN MILLER, NARTB board chairman, visited Latin America to study and appraise the U. S. Information & Education Exchange program in several countries south of the border. Judge Miller also is a member of the U. S. National Commission for UNESCO. Here he is shown in Panama's new resort hotel, El Panama. L to r: Judge Miller; Murray D. Wise, charge d'affaires of the U. S. Embassy in Panama; Forney A. Rankin, public affairs officer for the U. S. Embassy in Mexico, who accompanied Judge Miller on the Latin American trip, and Fernando Eleta, head of Panama's largest radio chain.

WBKB-RTDG

Contract Signing Looms

CONTRACT between Radio-Television Directors Guild (AFL) and WBKB, CBS video outlet in Chicago, has reached the "handshake" stage as the union organized its first group of television directors in the city. Terms are still being negotiated with WENR-TV (ABC) and WNBQ (NBC), although most of the clauses have been agreed upon except those pertaining to wages.

Under terms of the WBKB agreement, which is expected to be okayed shortly by station management and the 15 employes affected by the contract, directors and floor managers on staff will receive a minimum starting salary of $95 weekly. Directors also will receive a commercial fee on every sponsored show, with sustainers included in the staff wage.

The contract, when signed, will extend until May 31, a total of 11 months, and will expire at the same time New York contracts come up for renewal. A contingency clause was included in the WBKB negotiations which provides for a buyer of the station to "inherit" its RTDG contract. CBS is planning to buy the outlet when FCC approves purchase of ABC by United Paramount. WENR-TV Chicago, now owned by ABC, will be the Paramount station. WBKB is now owned by Balaban & Katz theatre chain, a subsidiary of Paramount.

WGN-AFRA Dispute

THREE-MAN arbitration panel will attempt shortly to settle the continuing dispute between AFRA and WGN Chicago. Union reportedly wants revision in the "company policy" providing for sick leave "in accordance with the circumstances of each case." AFRA also wants sound effects personnel at WGN-TV to be AFRA card holders. WGN's arbitrator is former Cooke County Circuit Court Judge Julius H. Miner, with John F. Sullivan for AFRA. The two will select a third man from a roster submitted by the American Arbitration Assn.

'Captive' Item

A "captive motorist" is not far removed from a "captive audience" when he finds himself hemmed in by a double-parking driver, according to a municipal court judge in New York. Judge Maurice Wahl drew this comparison in ruling that one motorist was entitled to sue when he found his car trapped by another. He alluded to the U. S. District Court of Appeals decision which challenged the constitutionality of transit radio in public conveyances.

McCANN-ERICKSON, New York, last week appointed four new vice presidents. They are (l to r) Parish Jenkins, account service group head; Tom Losee, account service head; Fred Zeder, general executive, and Rudyard McKee, assistant to the president and account service group head.

TO HEAR HENNOCK

Senate Group Sets Aug. 25

PUBLIC hearing is set for Aug. 25 (this Saturday) on the nomination of FCC Comr. Frieda B. Hennock to sit as a federal judge in New York's southern district [BROADCASTING • TELECASTING, June 18 et seq.].

The Senate Judiciary subcommittee announced last Thursday the hearing will be held at 10 a.m. in room 424 in the Senate Office Bldg. Sen. Pat McCarran (D-Nev.), Senate Judiciary Committee chairman, also is chairman of the subcommittee. Other members are Sens. Alexander Wiley (R-Wis.) and Willis Smith (D-N. C.).

At least three bar groups have announced their opposition to Comr. Hennock's nomination, made by the President last June. However, in the past few weeks, it has been learned that the "Madame Commissioner" has received support from several women's units.

Endorsements Sent

Unqualified endorsements have been sent to the Senate Judiciary Committee from such groups as the Business & Professional Women's Clubs and from the New York Women's Bar Assn. The latter is the first legal unit to endorse Miss Hennock's nomination, as far as can be ascertained.

Another group injecting itself is the General Federation of Women's Clubs, specifically on the grounds that confirmation was being held up because the nominee is a woman. (There now is no woman sitting on New York's southern district bench.)

In a July 18 letter to the presidents of 16 state women's clubs, Mrs. Leslie Wright, legislative chairman of the federation, urged them to write to committee members in behalf of holding a hearing on the nomination without delay. Mrs. Wright gave a personal opinion that Miss Hennock was qualified for the post.

The nomination had been held up since last June at request of the New York City Bar Assn., the American Bar Assn. and the New York County Lawyers Assn., all of whom are in opposition.

NEW AM GRANTS

Made in Ohio and Texas

AUTHORIZATION of two new AM stations was announced by FCC last Thursday. Texo Broadcasting Co. was granted 1350 kc, 500 w, daytime only, in Clarksville, Tex. In Bellefontaine, Ohio, Charles H. Chamberlain was granted 500 w on 1390 kc, daytime only. Both grants were subject to conditions.

One power increase and one fulltime authorization were also announced. WNDB Daytona Beach, Fla., was granted a switch from daytime to fulltime on 1150 kc with 1 kw. KUNO Corpus Christi, Tex., was given an increase from 100 w to 250 w on 1400 kc. Both grants were subject to engineering conditions. (For FCC actions and decisions earlier in week, see pages 92 and 96.)

PRESS AWARDS

WHCU-RRN 'Weekly' Contest

WINNERS of the "Press Leadership Awards" for 1950-51, sponsored by WHCU Ithaca and the Rural Radio Network, were to be chosen over the weekend by a panel of five judges, representatives of radio, journalism, agriculture, and education.

Sol Taishoff, editor-publisher of BROADCASTING • TELECASTING heads the board of judges in the fourth annual competition. Others include Morgan Beatty, NBC newscaster; James A. McConnell, general manager of GLF; Robert E. Cushman, professor of government at Cornell U.; and Michael R. Hanna, general manager of WHCU and RRN.

Contest is open to the 109 weekly newspapers in New York and Northern Pennsylvania which assist in producing WHCU's Sunday program, *Radio Edition of the Weekly Press.* Entrants are competing for $500, $250, and $100 awards in two divisions: editorial leadership and community action.

AFL FILM COUNCIL

To Protect Members

MOVE to protect its members from salary losses from un-established television film producers was taken last week by unions and guilds of Hollywood AFL Film Council. In a statement issued by Roy Brewer, president of the Film Council, it was announced that "hereafter, any television film company, not the agent of a sponsor or which does not have an established reputation in the industry, must sign a contract and provide sufficient bond to guarantee at least one week's pay before members of the union and guilds affiliated with the council will be permitted to work for it."

Action taken by council was a direct result of what happened a few weeks ago at Trans-World Pictures, Los Angeles, where several union members including talent and backlot men were not paid for their work. Film Council has since prohibited members from working at the new TV film organization until members are paid.

Firms will in future be cleared through Film Council, rather than through individual unions. Groups will act together to withhold members' services until stability of particular producer established to their satisfaction.

Other unions associated with TV film production expected to take similar action.

Kling Negotiations

NEGOTIATIONS for the release of all video film series properties of Kling Studios, Chicago, to United TV and Standard Radio Transcription Services for national sales were understood to be in progress last week. The Kling films include musical mountaineer program, *Old American Barn Dance;* several children's shows, one of which features Vaughn Monroe, bandleader-baritone, and a dramatic series, *The Yellow Kid.*

Overseas News Service

AN OVERSEAS news service, intended to provide independent stations with network caliber news, is being offered by the Universal Broadcasting System with its series, *Report From Europe.* The weekly feature, recorded overseas and distributed by air from New York, will feature news roundups from UBS correspondents in major European capitals. *Report From Europe* will start Sept. 1 and will be available either on tape or records.

SERIES of 39 one-minute films presenting stories about famous diamonds announced by Charles Michelson Inc., New York, for local TV sponsorship by jewelry stores.

D. C. 'QUAKE'

Stations Out in Mock Disaster

A "QUAKE" rocked the District of Columbia Aug. 10, knocking out all but one Washington station—but surviving listeners never got wind of the "disaster" over the air. They had to consult their newspapers.

The "disaster" was an earthquake simulated by the Military District for Washington in a special exercise to test one of its emergency plans on a local basis. Normally an Army command, the organization serves as an overall defense command in time of emergency.

No Participation

For radio-TV stations, the exercise was purely hypothetical, including the release from the Military District describing the details in advance. Broadcasters neither participated nor reported on the disaster—possibly out of deference to the memory of the Orson Welles scare, because of certain restraints urged by the military, or lack of news interest.

Before the exercise got underway, the military had apprised stations of the test and requested that they refrain from extracting mere details from the release during the exercise. Broadcasters also were asked to repeat, "This is an exercise," if they decided to air news reports. According to the military, none of the major stations carried the "disaster." Newspapers carried accounts.

Communications Silenced

The "alert" was first sounded at 12 noon Friday, Aug. 10, and three hours later the "quake" had knocked out communications including broadcast stations. A TV outlet "resumed" operation the following day and was asked to furnish volunteers immediately for rescue work.

Military authorities declined to identify the television outlet which survived the disaster. They added, however, that it was "the one furtherest removed from the seat of command operations." Telecasters could not throw any light on the subject either.

Beard to Blair

APPOINTMENT of Steve Beard as account executive with the Dallas office of John Blair & Co., station representative firm, was announced last week. The appointment became effective Aug. 1. Prior to joining Blair, Mr. Beard had been an assistant account executive and merchandising manager for Tracy-Locke, Dallas advertising agency. Besides having been a radio copy man for Advertising Assoc. in Dallas, Mr. Beard has also served as announcer and salesman for KPLT Paris, Tex. and as salesman for KRLD Dallas.

COMDR. ARTHUR GODFREY (c) talks shop with Jim Crocker (l), assistant manager of KRLD-AM-TV Dallas, and KRLD Program Director Ted Parrino. The CBS radio-TV star was in Dallas attending the 20th national Model Airplane Championships held at the Naval Air Station July 28-29. KRLD-TV telecast parts of show.

Tighter Controls

(Continued from page 22)

the prior condition that FCC had issued a station grant or permit to the applicant [BROADCASTING • TELECASTING, May 14].

NARTB supports the position that it took at that time—viz., that a large majority of broadcasters propose to build in population centers adjacent to military establishments and that such a condition would virtually preclude new building. NARTB Government Relations Director Ralph Hardy charged that such criteria "completely ignores" the public welfare and defeats defense effort objectives.

More Requests Seen

Release of new criteria is not expected to stem the flow of broadcasters' requests now in the works. They still may file on IN—4A forms with NPA in Washington. No new decisions were reported in the last fortnight.

NARTB also had advocated, unsuccessfully, a higher steel tonnage ceiling (25 tons) which would permit new building without NPA authorization. There were no indications last week that the government would ease this requirement.

It was understood that criteria of essentiality will hinge largely on views held by claimant agencies; in the case of broadcasters, actions taken by FCC, and with respect to manufacturers, those by NPA's Electronics Products Division.

Review Denied

RECONSIDERATION was refused by FCC last week on its denial of new station applications at Hamtramck, Mich., for 1440 kc, 500 w daytime [BROADCASTING • TELECASTING, June 18]. The Commission denied the bids of Hamtramck Radio Corp. and Atlas Broadcasting Co. on engineering grounds.

ABC SCORED

Sale of Announcements Assailed by NARTSR

NATIONAL Assn. of Radio & Television Station Representatives last week shifted its sights from NBC to ABC in a new volley in the association's continuing war against the network sale of announcements, which NARTSR considers unfair encroachment on what should be station business.

"The accepted area of network operation upon which the entire industry's economy is based is in the field of network programs," Murray Grabhorn, managing director of NARTSR, stated. "Revenue from announcements belongs to the stations. It is as simple as that."

Mr. Grabhorn, until recently an ABC vice president, charges this network with offering announcements "integrated within the body of four separate network programs" to stations for sale to local advertisers. "The advertiser is charged what might be considered a premium rate but the station does not get it," Mr. Grabhorn said. "Most of it goes to the network. . . . It is a wonderful take for the network, but the station gets the short end."

ABC Answers

ABC viewed the matter in another light. A network spokesman explained that these announcements within programs are offered to network clients under the ABC Pyramid plan. Stations not included in the sponsor's network are given the chance to sell the program spots locally on the standard ABC cooperative program basis, charging 3% of their one-hour nighttime rate for each announcement, which the stations retain, plus a program charge, which the network receives, as it does on all co-op shows.

WCDL QUITS MBS

Assails Rate-Cutting Tactics

WCDL Carbondale, Pa., announced Thursday that it was giving up its MBS affiliation because of the recent rate cuts by national networks.

Richard Carlson, station manager, said the rate cuts were carried out "without consultation with affiliates and with no regard to local conditions which in most cases have made unjust the cutting of station rates." He stressed recent demands by MBS "for more and more local time—time of importance to the station in the proper service of the community."

No local station can afford to give networks choice time periods "for a continuing decrease in revenue by reason of sharp practices being entered into by the networks themselves in their sale of time," Mr. Carlson said.

"In our opinion the networks are going to ruin local radio unless they are given a sharp awakening now. There is already a strong undercurrent of feeling among broadcasters against the networks' inroads into fields that should be local spot business.

'One of Worst'

"Mutual was one of the worst offenders. They persisted in selling five-minute programs to national advertisers—a considerable number of them. These same advertisers, if they were not given the opportunity to purchase five-minute programs on MBS, would have gone out and placed their advertising on a spot basis direct to the stations through their national representatives. . . . This is but one of the many practices which brought about our realization that independent operation is the best way. . . .

"When the day comes that networks can dictate price to their affiliates—and they succeed in reducing their revenue to a point below operating cost—then they have put out of business the station which has provided them with revenue."

DuMont Plan

(Continued from page 25)

to assign that many VHF channels to 63 cities, covering 73,645,828.

In 26 cases DuMont admits that its plan falls short of the minimum 180-mile city-to-city separation proposed by the FCC. DuMont emphasizes, however, that in all such cases the transmitter to transmitter separation fully meets the 170-mile criterion. Except for the following, the city-to-city spacing of the exceptions is between 170 and 180 miles:

Binghamton, N. Y.-Wilmington, Del., 165 miles on Channel 12.

Columbus, Ohio-Detroit, Mich., 168 miles on Channel 6.

Fresno, Calif.-San Francisco, Calif., 161 miles on Channels 2, 4, 5 and 7.

Delays Plans

ORIGINAL PLANS to use new 400,000 square-foot Westinghouse Television-Radio Div. plant at Metuchen, N. J., to triple TV production have been postponed because of the international situation, F. M. Sloan, division manager, said last week in announcing the beginning of personnel hiring. Plant will now be used for limited defense electronic production, he said.

WFIL Philadelphia has received certificate of commendation from National Guard Bureau, Washington, D. C., for "generous support of the National Guard's 1950-51 recruiting campaign." The award was made in recognition of numerous announcements and special transcribed radio shows broadcast by the station to spur enlistments in the Guard during the last year.

McCARTHY ISSUE

Networks To Air 'Answer'

CBS, MBS and NBC last week promised—and ABC tentatively indicated—they would offer time to Sen. Joseph McCarthy (R-Wis.) to answer what he called an "extremely vicious smear attack" on him by President Truman in a "nonpartisan" address last Tuesday evening.

NBC wired the Wisconsin Republican that it would make available 15 minutes on its regular *Pro and Con* series, 10:45-11 p.m. Aug. 24. CBS Radio set aside the 6-15-30 p.m. segment that same evening for the reply. ABC agreed to allot broadcast time, but late Thursday had not set the day or time.

The Senator was given time on MBS' *Reporters Roundup* this Thursday or the next.

Sen. McCarthy had wired each of the networks carrying the Chief Executive's American Legion talk, requesting "equal time" to answer references to "hate and scare mongers." The President had mentioned no names but the Senator readily accepted the challenge in the interest of "common decency and fair play." Mr. Truman's speech was broadcast from 6:15 to 6:30 p.m.

NBC Statement

In its telegram NBC said it did not regard the speech as "a personal attack," but noted its practice of making facilities available to members of Congress. ABC promised to set the date later.

"All the networks claim they allow a man to reply if he is attacked," Sen. McCarthy explained. "I have not looked into the legal aspects of this because I think they are fair."

This was the second occasion in recent weeks that a major nonpartisan speech by Mr. Truman has stirred a political tempest. Republican leaders previously had cited a July 28 speech in Detroit, accusing the Chief Executive of attacking GOP rivals on public service time [CLOSED CIRCUIT, Aug. 6].

Political addresses, as distinguished from "state of the nation" messages, should be purchased at radio-TV time rates or compel equal time segments for opposition replies, the Republicans pointed out.

Emerson Names Abrams

STANLEY M. ABRAMS was appointed acting director of sales last week by the Emerson Radio & Phonograph Corp. With Emerson since 1945, Mr. Abrams has served on the sales staff, was regional sales manager and, since 1950, has been television sales manager. He succeeds Charles Robbins, who resigned as vice president and sales director to assume the presidency of the new distributing subsidiary, Emerson-Midwest Corp. of Chicago.

ALL U. OF FLORIDA football games will be broadcast over 28 Florida stations of the Fidelity Broadcasting System as result of arrangements completed by (seated, l to r) Bill Nimnicht, Riverside Chevrolet, Jacksonville; Blair W. Burwell, president Burwell Motor Co., Jacksonville, and (standing) Ralph T. Huston, executive vice president of Fidelity network.

NARTB Membership

(Continued from page 26)

combined NARTB-BAB package, which assigns 30% of monthly dues to BAB.

NARTB and BAB are operating under a membership agreement providing that BAB will not solicit memberships for the period starting next April 1, when BAB becomes completely divorced, until joint sales plans have been worked out, according to NARTB headquarters.

The 16 new members signed last week had been contacted during sales trips in the last six months by John F. Hardesty and William K. Treynor, director and assistant director respectively of the NARTB station relations department.

Following is the week's list:

WGL Fort Wayne, Ind.; WROW and WROW-FM Albany, N. Y.; WPAT and WPAT-FM Paterson, N. J.; WVNJ Newark, N. J.; WESC and WESC-FM Greenville, S. C.; WGN and WGNB (FM) Chicago; WBUT and WBUT-FM Butler, Pa.; WAYB Waynesboro, Va.; WCBT and WCBT-FM Roanoke Rapids, N. C.; WKNY Kingston, N. Y.

WJIM-TV Lansing, Mich., joined as a TV member of NARTB last week, bringing TV membership to 68 stations and two networks.

Announcing return of WGN to NARTB after resignation in 1941 during the NAB-ASCAP battle, WGN Manager Frank P. Schreiber issued this statement: "The industry needs our support now, especially in the outstanding and very important job being done by BAB. We are happy to join this organization in its efforts to promote and sell radio as the great advertising medium it is."

KDB Santa Barbara, managed by Donald J. Quinn, and KNBH (TV) Hollywood, of which Thomas McFadden is general manager, join Southern California Broadcasters Assn., bringing total station membership to 59.

'VOICE' FUNDS

Showdown Vote Pends

A BITTER showdown vote by the full Senate Appropriations Committee—and later by the upper chamber itself—on further drastic cuts in Voice of America funds was firming up on Capitol Hill last week.

There was every indication that Senate debate would reach the same feverish pitch as that which characterized House discussion on the controversial State Dept. information program.

Latest evidence of this disparity in Congressional thinking was manifested last Thursday when a Senate Appropriations subcommittee, headed by Sen Pat McCarran (D-Nev.), voted to pare broadcast and other information monies from the original $115 million to $54 million.

Subcommittee vote was 7-6 in favor of the $61 million reduction, with ballots cast primarily along party lines and perhaps one or two Southern Democratic members uniting with Republicans to turn the tide against the administration request. Sen. McCarran reportedly was opposed to such drastic action, and had, in fact, urged a stronger drive by the Voice, including active efforts to promote subversion among Communist-controlled countries [BROADCASTING • TELECASTING, Aug. 13].

The subcommittee markup for the Voice was slated to be brought before the full committee early this week, possibly today (Monday). It was generally felt that the committee would back up the group's recommendations. If that happens, administration forces will have no recourse but to carry the fight to the Senate floor. Committee is headed by Sen. Kenneth McKellar (D-Tenn.), another Dixiecrat.

Action taken by the subcommittee was even more crippling than that by the House, which went along with its Appropriations Committee and approved $85 million. In this instance, administration backing failed to materialize, but Democratic stalwarts promised to renew their efforts in the upper chamber.

Included in the original request was $25 million for radio broadcasting (language additions, etc.). State Dept. authorities have declined to estimate what amount the Voice would be allotted pending action by the Senate and a joint Senate-House conference committee, which probably will be set up to resolve differences.

MBS Adds Two

MBS announces two new affiliates: WSYD Mt. Airy, N. C., 250 w, 1240 kc, (owned and operated by Mt. Airy Broadcasting Inc.) on Sept. 1 and WMUR Manchester, N. H., 5 kw, 610 kc, (owned and operated by Radio Voice of New Hampshire Inc.) effective immediately. WMUR is also an ABC affiliate.

Talking Clock

AUDIO advertising has assumed another possible facet with the issuance of patent for a talking clock to T. J. Valentino Inc., New York, recording engineering consultants. Patent is for a system in which wall clocks, equipped with records, tape, or wire, will transmit "spot announcements" in retail stores. The talking clock will deliver 48 20-second spots per day, one every quarter-hour of the business day.

CLARK NAMED

To Defense Department

CAPT. CHESTER H. CLARK (USAF), former account executive at WWSW Pittsburgh and one-time manager of WLOG Logan, W. Va., has joined the Radio-TV Branch of the Office of Public Information, Dept. of Defense, as producer-writer. His duties were outlined last Thursday by Charles Dillon, Radio-TV Branch chief.

Capt. Clark will produce and write the *Armed Forces Review*, official department radio series, heard on MBS Friday, 9 p.m. EDT. He replaces Maj. Mark Morand, who leaves for a European tour with the Air Force.

Capt. Clark served as manager of WLOG from 1947-48, and as announcer, producer and writer at WCAE Pittsburgh from 1938 to 1947. More recently he was public information officer of the 363 Tactical Reconnaisance Wing at Shaw Air Force Base, Sumter, S. C. returning to active duty there from WWSW earlier this year.

RADIO'S VITALITY

Katz Releases Findings

A COMPILATION of published statements and findings emphasizing the vitality of radio has been prepared by the Katz Agency, New York, station representative firm, for its salesmen. It also is being given wider distribution to point up radio's sales power, impact, and low cost, and to show that the "blue ad chips (are) still on radio."

Titled *Radio Roundup*, the four-page digest says its premise is CBS President Frank Stanton's recent statement that "radio is—and in the foreseeable future will continue to be—American's No. 1 mass medium."

Mrs. Norman B. Black

MRS. NORMAN B. BLACK, 81, director of WDAY Fargo, N. D., and president of Forum Publishing Co., publishing the *Fargo Forum*, died Thursday after an illness that had confined her to a hospital several weeks. Mrs. Black became president of the publishing company when her husband died in 1931. She was a director of Dakota Photo Engraving Co. Norman D. Black Jr., grandson, is publisher of the *Forum*.

COLOR ADAPTERS

Now In Production

HALLICRAFTERS last week introduced a "color transcender," which receives CBS colorcasts in black-and-white on its own models, and Admiral Corp. brought out a color adapter which converts color to black-and-white and reduces the picture size for future conversion to CBS color by addition of a color wheel. Webster-Chicago Corp., in a similar move, demonstrated an auxiliary color unit for attachment to standard sets, and planned to make color wheel assemblies for sale to set makers.

Hallicrafters President William J. Halligan said: "We want to provide a way for Hallicrafter set owners to receive special telecasts, such as CBS East Coast football games scheduled only for color." The color unit is built on a small chassis mounted atop the rear portion of the standard set, and is operated by one control. Production will begin in a week.

Three Switches

Admiral's adapter has three switch positions: (1) full screen reception of black-and-white; (2) full screen reception of color programs in black-and-white, and (3) color reception on a reduced screen, that of a 10-inch tube, for conversion to color with a color wheel. Admiral, however, "hasn't changed its view that color should not have been authorized until a satisfactory compatible electronic system had been perfected," Vice President R. A. Graver said.

Webster-Chicago is making initial deliveries of auxiliary color units, and will have "moderate" production by Sept. 1. The unit, still unpriced, has a 12½-inch picture, 16-tube chassis, picture tube and color wheel assembly with three controls for contrast, brightness and color phasing.

TV's Impact

REAL estate values in a community near San Diego reportedly have depreciated because of Civil Aeronautics Authority beacon equipment which has blacked out television reception. Some 200 residents of La Mesa, near San Diego, began having trouble a year ago when CAA installed a fan marker beacon. The "thing" emitted a screeching noise—24 hours a day. They complained. All hoped the beacon would be removed. Instead CAA installed other equipment which eliminated the noise. The silence was heavenly but it was subsequently discovered that the additional equipment also blacked out TV programs. As a reflection of TV's impact, real estate values went down.

SWITCH PUTTING first signal from new Empire State Bldg. antenna was thrown by G. Bennett Larson (center), vice president and general manager of WPIX (TV) New York. Watching are Jimmy Powers (left), sportscaster, and Tom Howard, WPIX chief engineer. Ceremony was staged Aug. 10 from 81st floor of building.

TV APPLICATIONS

Four Commercial Requests Filed

FOUR TV applications for new stations and a request for an experimental station were filed with FCC last Friday. The four commercial applicants were:

Cowles-owned Midwest Television Co., seeking Channel 9 with 200 kw ERP for Minneapolis. Company plans to spend $413,750 in construction, $150,000 first year of operation, estimates $350,000 revenue first year. Cowles publishes *Minneapolis Star* and *Tribune* which under the name of Northwest Broadcasting Co. got a CP for television in 1948. It had to give the CP up in 1949 due to interlocking ownership with WTCN-TV. Cowles owns KRNT Des Moines; WNAX Yankton, S. D.; WCOP Boston, and is also publisher of *Des Moines Register* and *Tribune*, and *Look* magazine.

For Allentown, Pa., Steinman-owned WEST Easton, Pa., seeking UHF Channel 39 with 200 kw. Plans to spend $328,000 on construction. Now operates experimental TV station KG2XAZ in Allentown, also AM stations WORK York, WKBO Harrisburg, WRAW Reading, WGAL-AM-TV Lancaster, all in Pennsylvania; WDEL-AM-TV Wilmington, Del. Steinmans publish *Lancaster New Era* and *Intelligencer-Journal*.

KHMO Hannibal, Mo., asking for Channel 7 with 47.5 kw. Expects to spend $284,000 on construction, $96,000 first year of operation. KHMO is owned by *Hannibal Courier Post*, owners of which also have newspaper interests in Iowa, Wisconsin, Illinois.

KFDM Beaumont, Tex., seeking Channel 6 with 100 kw. Expects to spend $280,220 on construction, $200,000 first year of operation, estimates $350,000 revenue first year. Principal KFDM stockholders also have an interest in KFDX Wichita Falls, Tex.

Experimental TV is being sought by WHUM Reading, Pa., which seeks permission to use 700-mc band with 12 kw, will spend $365,000 on equipment.

MODEL TV CITY

Described in 'Interiors'

DISCUSSION and analysis of television as compared to other media, with plans for a functional television city, are featured in the July issue of *Interiors* magazine.

Written by Sol Cornberg, who is associated with NBC-TV New York, the article, "Television . . . a Challenge," describes demands and requirements of legitimate theatre, the cinema and radio; then discusses the singular problems of television.

The article has suggestions for construction of a "television city," a central tower between four service blocks—"a plant which with raw materials delivered, can televise a show." The circular tower would have master control rooms on the ground floor, a number of studio floors designed for particular types of programs, and employe recreation and feeding areas. Adjacent to the tower, the four service blocks would be designed for administrative offices, scenery and storage departments, script and library departments, and the costumes, properties and special effects departments.

Floor plans and cut-away drawings of the proposed television city complete the article.

Add Olsen & Johnson

OLEN & Johnson, zaney film and theatre comedy team, have been added to the list of comics who will headline *All Star Revue* programs, over NBC-TV Saturday, 8-9 p.m., starting, Sept. 8. Program, which will feature Jimmy Durante, Ed Wynn, Danny Thomas and Jack Carson, as well as other stars yet to be announced is sponsored by Snow Crop Marketeers, Pet Milk Co. and the Kellogg Co.

LINCOLN'S TEST

TV Sells Dictation Units

EXPERIMENTAL use of television to sell dictation machines has been pronounced a success by the Lincoln Radio & Television Corp., Chicago, area distributor for Webster-Chicago machines. Lincoln sponsors the Clifton Utley newscast over WNBQ (TV) Chicago Friday 10:15-10:30 p.m.

Alfred W. Preskill, Lincoln vice president, said that the program has proved profitable and will be continued. Mr. Preskill added that this particular program was chosen because a high percentage of its audience are professional and business men, who are logical sales prospects.

"On television," explained Mr. Preskill, "we have been able to give them an actual demonstration of the use of the dictation machine, which we have found is about three-quarters of the necessary selling process."

In the commercial announcement, the machine's natural voice playback is used to give a phone number which the viewer is invited to call for a personal demonstration.

NON-STOP

WTTG Programs 3¾ Hours

WTTG (TV) Washington claims one of the longest commercial TV shows ever seen in its area. The DuMont station clocked 3¾ hours for its remote program from the showroom of John G. Webster Co., D. C. home appliance store.

The telecast was the feature attraction of a four-day open house celebration of the firm's 39th anniversary. Station said more than 3,500 people jammed the store to see the show made up of WTTG's entire afternoon programming. Art Lamb, disc jockey, was m.c.

Interest in the show also was responsible for 2,000 people visiting the showroom the day after, according to the station. WTTG said the firm plans to feature the telecast every year as part of its anniversary promotion. Kal Ehrlich & Merrick, Washington, is the agency on the account.

Philco Sales Up

SALES of Philco Corp. increased 16% to a total of $171,023,000 in the first six months of 1951, as compared with $147,012,000 in the same period a year ago, it was announced by William Balderston, president. While earnings before taxes increased, net income after federal and state income taxes and excess profits in the first six months of 1951 was $6,342,000 which, after preferred dividends, amounted to $1.74 per share on the 3,525,372 shares of common stock now outstanding.

ATTENDING a Stork Club reception in connection with the premiere of CBS-TV's *Star of the Family*, sponsored by Ronson Art Metal Works Inc., are (l to r) Hubbell Robinson Jr., CBS Television Div. vice president and director of TV network programs; Arthur Fatt, executive vice president, Grey Adv. Agency Inc., which handles the Ronson account; Alfred R. Nathan, Ronson vice president in charge of advertising; William Chalmers, vice president of Grey and radio-television director; Alexander Harris, Ronson president; J. L. Van Volkenburg, president of CBS TV Div.; Julien Field, Grey vice president, and David Sutton, vice president in charge of sales, CBS TV Div.

MORNING VIEWING POPULAR

Survey Finds Added Hours Get the Viewers

HOUSEWIVES do find time to watch morning TV—one reported even taking her ironing-chores to the living room—according to a co-incidental survey completed by WTMJ-TV Milwaukee.

Shortly after changing from a 12:30 p.m. to 9:30 a.m. sign-on, the station found viewing over the five-day week, 9:30-1 p.m., averaging 8.0.

During the survey week 2,143 calls were attempted, with 1,353 completed. This showed 63.1% of all persons called were at home during the morning hours of telecasting.

Of those at home, 61.2% or 829 owned TV sets and 104 of these sets were in use. This gives the average 8.0 rating.

Half-hour ratings for the week, 9:30 a.m.-1 p.m., were comparable to the 8.0 average. These were as follows:

9:30-10 a.m.	8.4
10-10:30 a.m.	7.4
10:30-11 a.m.	9.0
11-11:30 a.m.	9.3
11:30-12 noon	7.9
12-12:30 p.m.	7.7
12:30-1 p.m.	7.1

CBS' *Strike It Rich* is aired in the 9:30-10 a.m. spot with a local record m.c. 10-10:15 a.m. A local kitchen show runs 10:15-11 a.m., having been transferred from its popular afternoon period. A local department store sponsors *Shopping News* in the 11-11:15 a.m. period with CBS' *Garry Moore Show* running to 11:45 a.m. News is scheduled 11:45-12 noon and a local interview and entertainment show from 12 noon to 12:45 p.m. Last quarter hour is weather and news.

Paramount Hearing

(Continued from page 24)

specting past anti-trust proceedings and alleged "violations" of such laws. The Commission said it also wishes to "obtain full information" as to:

(1) ". . . restrictions, if any, imposed by the applicants on broadcast stations" in use of film, stories and talent; (2) "relationship, if any, presently existing between Paramount Pictures Corp. and United Paramount Theatres Inc. and what arrangements have or will be made" respecting production, distribution and exhibition or "restriction" on use of films, stories and talent through in theatres or on TV; (3) plans or policies for exclusive theatre TV programs; (4) "ownership, management and control" of DuMont; (5) whether illegal transfer of certain stations has occurred.

Among the transfer, license and renewal applications set for hearing are the following:

Application for transfer of control of Paramount Television Productions Inc., licensee of KTLA (TV) Hollywood, from Paramount Pictures Inc. (old production, distribution and exhibition firm prior to division under 1949 anti-trust consent decree) to Paramount Pictures Corp. (new separate production and distribution firm).

Request for "transfer of control" of Allen B. DuMont Labs. Inc., TV manufacturing firm and network and station operator, from Paramount Pictures Inc. to Paramount Pictures Corp. (29% stock interest involved).

Bid for transfer of control of Balaban & Katz Corp., operator of WBKB (TV) Chicago, from Paramount Pictures Inc. to United Paramount Theatres Inc. (new separate exhibition firm, which under proposed merger with ABC would re-sell WBKB to CBS for $6 million).

Application by Paramount Television Productions Inc. for license to cover construction permit for KTLA.

Applications by DuMont for licenses to cover construction permits for WDTV (TV) Pittsburgh and WTTG (TV) Washington, and for license renewal of WABD (TV) New York.

Bids by Balaban & Katz for licenses to cover construction permits for WBKB and WBIK (FM), for modification of permit for WBKB and for WBKB license renewal.

Applications by Paramount Pictures Inc. and E. V. Richards Jr., for transfer of control of WSMB-AM-FM New Orleans.

WPIX APPOINTMENTS

Finley, Hayward to Sales

ADDITION of George Finley and Howard Hayward to the sales staff of WPIX (TV) New York was announced Friday by John F. Noone, sales director. Mr. Finley was space buyer and account executive with Young & Rubicam for 13 years and, more recently, has been director of plans and research for the *American Weekly* for 2½ years.

Mr. Hayward has served four years with Bill Brothers Inc., publisher of trade magazines, and six years with the Borden Co.'s sales division.

The addition of Messrs. Finley and Hayward at WPIX follows closely that of Karl Klimcheck, formerly of Compton Adv. and the Hearst organization.

'Mrs. America' Stations

MORE than 14 radio stations are now staging and publicizing local eliminations for the 1952 "Mrs. America" contest to be held in Asbury Park, N. J., Sept. 9, it was announced last week. Managers have found that radio participation in the beauty and homemaking contest has added to station publicity and resulted in greater listener interest and a stronger mail pull, contest officials said. Contestants in some 22 cities, states, and regions have already entered the competition for the $7,500 grand prize that accompanies the title.

Dr. Condon Named

DR. EDWARD U. CONDON, director of the National Bureau of Standards and contributor to the "Condon Report" on color television by special committee named by the Senate Interstate and Foreign Commerce Committee during FCC's proceeding, has been named director of research and development of the Corning Glass Works. He resigns from NBS effective Sept. 30.

RESULTS of an appeal to help flood victims made by Ted Mack on the *Orginal Amateur Hour* over ABC is presented by Fred Conger (r), business manager of WREN Topeka, Kan., local ABC outlet, to Jim Blazik, executive secretary of the Shawnee County Chapter of the Red Cross. The appeal, made over both radio and TV, brought in over $12,000 to help the flood stricken people.

upcoming

NARTB DISTRICT MEETING SCHEDULE

Dates	Dist.	Hotel	City
Aug.			
23-24	4	Roanoke	Roanoke, Va.
Sept.			
10-11	2	Syracuse	Syracuse
13-14	8	Book Cadillac	Detroit
17-18	9	Moraine-on-the-Lake	Highland Park Ill.
20-21	11	Radisson	Minneapolis
24-25	10	Blackstone	Omaha
27-28	12	Broadview	Wichita
Oct.			
4-6	14	Utah	Salt Lake City
8-9	17	Davenport	Spokane
11-12	15	Mark Hopkins	San Francisco
15-16	16	Beverly Hills Hotel	Los Angeles
25-26	6	St. Charles	New Orleans
29-30	13	Shamrock	Houston
Nov.			
1-2	5	Soreno	St. Petersburg
5-6	1	Somerset	Boston
8-9	7	Seelbach	Louisville
12-13	3	William Penn	Pittsburgh

* * *

Aug. 20: BMI Clinic, Penn-Harris Hotel, Harrisburg, Pa.

Aug. 20-23: AIEE Pacific General Meeting, Portland, Ore.

Aug. 21: BMI Clinic, Mayflower Hotel, Akron, Ohio.

Aug. 22: BMI Clinic, Roanoke Hotel, Roanoke, Va.

Aug. 22-24: Institute of Radio Engineers Western Convention and Seventh Annual Pacific Electronic Exhibit, Civic Auditorium, San Francisco.

Aug. 23-25: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 24: BMI Clinic, White Sulphur Spring, W. Va.

Aug. 25: Hearing on nomination of Comr. Frieda B. Hennock as federal judge, Southern District, New York. Open 10 a.m. Room 424, Senate Office Bldg., Washington.

Aug. 28: Radio-TV Session, Advertising Indoctrination Course for Southern California Teachers (Aug. 28-31), NBC Studios, Hollywood, Calif.

Sept. 15: Presentation of First Annual Edward L. Bernays Foundations Radio-Television Award by American Sociological Society.

Sept. 17-21: Premium Advertising Assn. of America, New York Premium Centennial Exposition, Hotel Astor, New York.

Sept. 24-26: Assn. of National Advertisers, Fall Meeting, Waldorf-Astoria, New York.

Sept. 28-29: Continental Advertising Agency Network, 19th Annual Meeting, Philadelphia.

Oct. 2-3: NARTB Television Program Standards Committee Meeting, NARTB Hdqrs., Washington.

Oct. 12-13: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

Oct. 15-16: Boston Conference on Distribution, 23rd Annual Forum, Hotel Statler, Boston.

Oct. 15-19: Society of Motion Picture & Television Engineers Convention, Hollywood Roosevelt Hotel, Hollywood.

Oct. 22-26: AIEE Fall General Meeting, Cleveland.

Oct. 28-Nov. 3: National Radio & Television Week.

Oct. 29-31: Institute of Radio Engineers Fall Meeting, King Edward Hotel, Toronto, Ont.

Nov. 12-14: National Assn. of Radio News Directors Convention, Sherman Hotel, Chicago.

Nov. 14-15: American Public Relations Assn., Seventh Annual Meeting, Philadelphia.

Nov. 26-29: Financial Public Relations Assn., Annual Convention, Hollywood Beach Hotel, Hollywood, Fla.

Nov. 28-Dec. 1: Fifth Annual NBC Radio and Television Affiliates Convention, Boca Raton (Fla.) Club and Hotel.

April 26-May 2, 1952: NARTB 30th Annual Convention, Stevens Hotel, Chicago.

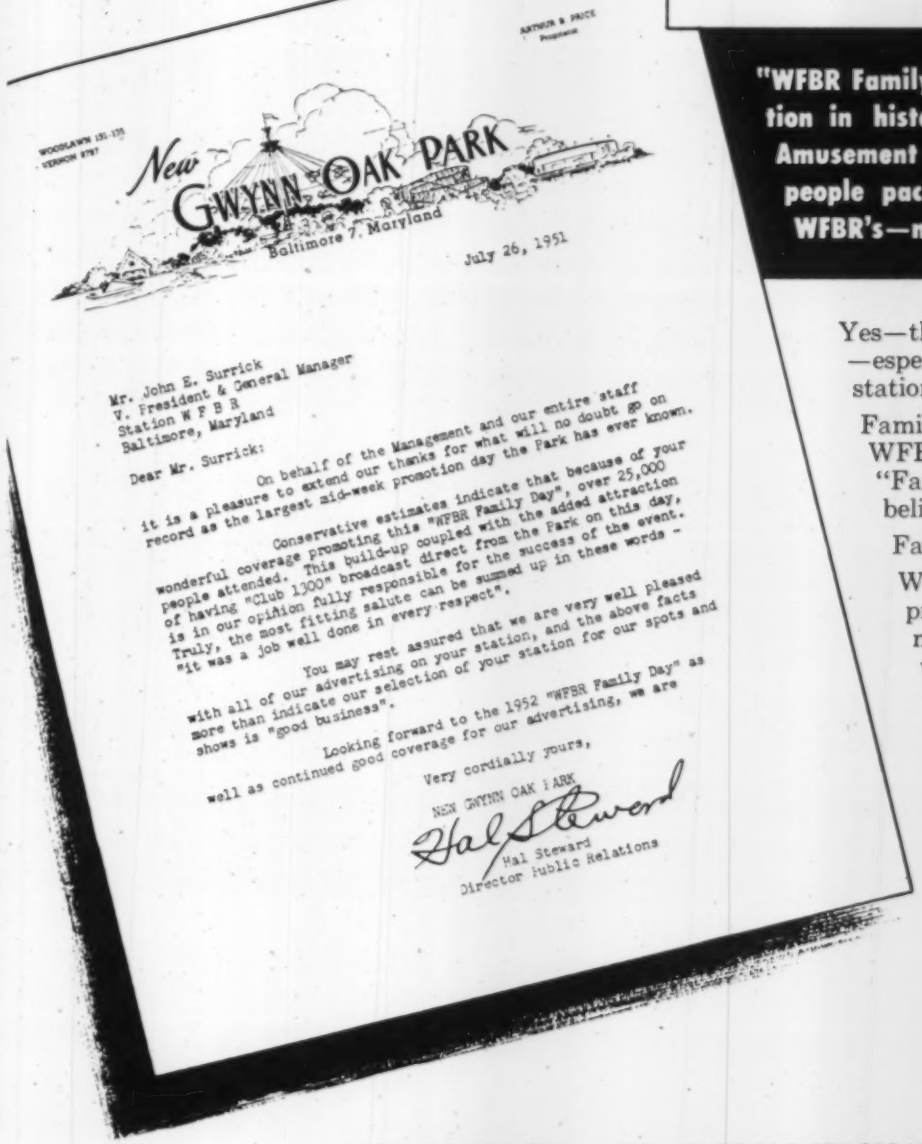
June 8-11, 1952: Advertising Federation of America, Waldorf-Astoria Hotel, New York.

They know what it is in BALTIMORE!

"What's that, Mama?"

Reproduced by permission
Copyright 1951—The New Yorker Magazine, Inc.

"WFBR Family Day was biggest mid-week attraction in history", say officials of Gwynn Oak Amusement Park in Baltimore, as 25,000 people pack park! Promotion was exclusively WFBR's—no other advertising medium used!



New GWYNN OAK PARK
Baltimore 7, Maryland

July 26, 1951

Mr. John E. Surrick
V. President & General Manager
Station W F B R
Baltimore, Maryland

Dear Mr. Surrick:

On behalf of the Management and our entire staff it is a pleasure to extend our thanks for what will no doubt go on record as the largest mid-week promotion day the Park has ever known.

Conservative estimates indicate that because of your wonderful coverage promoting this "WFBR Family Day", over 25,000 people attended. This build-up coupled with the added attraction of having "Club 1300" broadcast direct from the Park on this day, is in our opinion fully responsible for the success of the event. Truly, the most fitting salute can be summed up in these words - "it was a job well done in every respect".

You may rest assured that we are very well pleased with all of our advertising on your station, and the above facts more than indicate our selection of your station for our spots and shows is "good business".

Looking forward to the 1952 "WFBR Family Day" as well as continued good coverage for our advertising, we are

Very cordially yours,

NEW GWYNN OAK PARK

Hal Steward
Director Public Relations

Yes—they know what radio's for in Baltimore—especially when it's Baltimore's family station—WFBR.

Families all over Baltimore listened to WFBR's advance promotion for WFBR "Family Day" at Gwynn Oak Park. They believed what they heard—and then acted!

Family after family stormed the park!

WFBR is proud of this record-breaking promotion—proud, too, that it is Baltimore's real "family station"—the station whole families listen to, enjoy, and trust implicitly.

Yes, we have the Hoopers, too—in some cases startingly high. But more than that—we have the confidence and solid loyalty of Baltimore families!

Ask any WFBR representative or John Blair man to tell you about it.

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

Once again WOR, that power-full station in New York,

you can have THOUSANDS of new customers for less than ½c each!

gives you another story of a phenomenal sales success

here's how it's done...

THE DAY was June 7, 1951—slightly overcast, but not for the Hudson Pulp and Paper Co., nor the Duane Jones Co., its agency.

The station was WOR.

The time was between 7:15 and 8:00 A. M.

The program was (and is) "John Gambling's Musical Clock."

The situation, says the Hudson Pulp and Paper Co. was — " . . . through steady WOR promotion, Hudson Pulp and Paper Co's. 80-count paper napkin has completely captured the New York market . . . but:

". . . What we want to do is increase the use of this leader, and also obtain distribution and wider use of our three higher-priced and longer-profit napkins called Rainbow, Guest and Damask."

Sounds simple, doesn't it?

But it was a challenge for WOR and John Gambling, both of which Hudson Pulp and Paper has used as the spearhead of its advertising for more than 6 years.

You see, Hudson was a little rugged. It said, "Let's make the offer on one day's program."

"Gosh." said WOR, "what do they want? Miracles?"

Well, it was only *one* program conducted by WOR's John Gambling.

The announcement stated—and notice that it is not too simple—"Write in and get 4 coupons. Each of these is good for one of the four kinds of Hudson napkins which your local grocer will give you when you give him the coupons. Write in and get your coupons."

However—and this *is* important—every grocer did not have the napkins. So, people prowled and asked and demanded and grocers got the napkins from the Hudson Pulp and Paper Co.

They had to. You don't turn trade away, do you?

How many customers did WOR's one John Gambling program get to prod and pummel all the good grocers of greater New York for the Hudson Pulp and Paper Co.?

Hold tight . . .

186,955!

Really—at less than ½ cent cost for each on the advertiser's part . . .

for a one-day mention on WOR

No other station in America could have produced this phenomenal impact on America's greatest mass market at a cost so incredibly low.

Would you like to do the same? At such a low cost?

our address is **WOR**

—that power-full station at 1440 Broadway, in New York

"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

25 Years

Serving the Richest

And Most populous

Area in the Southeast

1926-1951

Gilbert M. Hutchison, President

CBS Affiliate

Represented by Hollingbery

5000 Watts

1470 KC

MATERIAL LAG

Gov. Lauds Industry Inventiveness

CHALLENGE posed by shortages of raw materials is being successfully met by American industry, including electronics and communications manufacturers, government allocation authorities acknowledged last week.

Industry is using its inventiveness and ingenuity to find ways of overcoming scarcities in all materials to keep the nation's economy humming along at high levels.

With the advent of a full-blown controlled materials economy just over the horizon, radio-TV set makers and other electronics producers can take a bow for pressing into operation a number of conservation measures.

Virtually all firms have initiated such campaigns. RCA, Westinghouse, General Electric, Philco, and a host of other companies have adopted conservation techniques from cabinet design to substitutes in electronics parts, like speakers, tubes and capacitors.

The National Production Authority cited various examples of conservation. The communications industry, for instance, is saving vast quantities of copper, steel and nickel by introducing new theories and practices. A major telephone system was cited. Electrical manufacturers also were lauded.

This official acknowledgment came as the government announced plans for complete allocation of nickel, cobalt, tungsten and other alloying materials heretofore cut back from 15% to 35%. NPA noted that these materials used in electronic equipment parts are "vitally important" in defense production and also to the "essential" civilian economy.

Cobalt and nickel are integral parts of permanent magnet loudspeakers, though industry learned to improvise substitute materials with the advent of initial cutbacks last fall. Nickel also has been used in the gun assembly of cathode ray tubes in TV sets. Tungsten is utilized in radio-TV tubes.

Selenium Use Study

Allocation of selenium, used in rectifiers, also was under study. NPA noted its widespread use in the "postwar expansion of the electronics and television industries," and said this had served to outstrip available supply.

In other actions last week the government:

(1) Tightened up rules governing orders for "maintenance, repairs and operation" supplies (like commercial broadcast transmitters). Manufacturers may not order or receive more than 40% of their quarterly quotas (based on 120% of the dollar value of 1950 MRO purchases) during the *first* month of any quarter.

(2) Met with members of the Electronic & Component Parts Industry Advisory Committee to review the materials situation and discuss the prospect for future allocations under the Controlled Materials Plan.

(3) Reported that, as of July 16, it had approved tax amortization certificates totaling $80,107—or 74.3% of the aggregate $107,848 requested by electronics and communications producers for expansion of facilities.

(4) Was asked by Defense Mobilizer Charles E. Wilson to declare a "general moritorium" on new amortization grants, beginning Aug. 18, for "at least 60 days" because of shortages of steel.

FTC WARNING

Eyes Discounts to Chains

DISCOUNTS, advertising allowances or other services bestowed by manufacturers of radio-TV sets and other household appliances on chain stores and other large volume buyers have come under the watchful eye of the Federal Trade Commission, it was indicated last week.

In taking note of "discriminations" denied smaller merchants in the current price war of department stores, FTC Chairman James Mead served notice that "if the facts developed warrant action . . . formal complaints will be issued against these firms." The commission is charged with the responsibility of preventing "unfair methods of competition." Chairman Mead also declared:

The commission is keenly aware of the importance of low prices to consumers. That is one of the prime objectives of our competitive system. The commission is also keenly aware of the fact that if price discriminations and predatory price-cutting result in the destruction of the small independent businessmen . . . then the consumer will suffer a long-term loss far overshadowing his apparent immediate gain. . . .

The statement was issued by Mr. Mead following a conference with Rep. Donald L. O'Toole (D-N. Y.) fortnight ago. Rep. O'Toole, author of a House resolution calling for a Congressional probe of the price war, stressed to Chairman Mead the need of preserving for small merchants the opportunity to compete with larger business rivals.

E. E. Hensinger

EMERY E. HENSINGER, 64, veteran accountant in FCC Broadcast Bureau, died Aug. 10 at his home in Tiffin, Ohio. He joined FCC in 1935. Prior to formation of the new Broadcast Bureau, Mr. Hensinger had been chief of Applications Branch of Broadcast Division, FCC Accounting Dept.

In Northern California

MORE PEOPLE LISTEN — more often — to KNBC

than to any other radio station

KNBC's 50,000 watt *Non-Directional* transmitter reaches *all the markets* of Northern California...

KNBC has the *biggest and most loyal* audience in the San Francisco-Oakland Metropolitan Market — the *seventh largest, fastest-growing* major market in America.

And as a plus, KNBC penetrates all the rich, fast-growing markets *throughout* Northern California. PLUS MARKETS like Stockton-Modesto, Ukiah-Mendocino, Napa-Santa Rosa, Santa Cruz-Monterey, Sacramento, San Jose-Santa Clara, and Eureka-Humboldt County.

ONLY KNBC can reach *all* these markets — in *one, big economical package*. KNBC sales reps will show you how...

KNBC delivers MORE PEOPLE (in one package!) — at LESS COST per thousand — than any other advertising medium in Northern California.

PLUS-Market Case History
Napa-Santa Rosa

- Population — 149,147, an increase of 52.9% from 1940-1950
- Effective Buying Income* — $186,552,000, an increase of 108.9%
- Retail Sales* — $170,519,000, up 191.6%
- KNBC Audience — Week after week, more than four-fifths of the radio families listen regularly to KNBC

*Sales Management's 1951 Survey of Buying Power

KNBC

Northern California's NO. 1 Advertising Medium

50,000 Watts — 680 K.C. San Francisco Represented by NBC Spot Sales

What Does a Wrist Have To Do With Selling Time?

YEARS ago when our company was young we decided that each of our F&P Colonels, on his or her fifth anniversary with this organization, should receive a very handsome wrist watch, inscribed to commemo-memorate this mutually important milestone.

Over the years, as *twenty-nine* of us have stepped up and received our watches, this sentimental gesture has become one of the most pleasant and significant rituals of our lives. It betokens a real fraternity of effort, and many other things that can hardly be said with words.

Yet over the years our Five-Year Watches have also had much to do with the sale of radio time. They have played a tangible part in welding us together as a team, in reminding us of the lasting values of our daily tasks, in sustaining our constant recognition of our long-term obligations to each other, to the stations we represent, and to you agencies and advertisers.

So that's what one of our many F&P traditions means to *you*—better, more conscientious service aimed at tomorrow as much as at today.

FREE & PETERS,

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO DETROIT ATLANTA FT. WORTH

Watch

INC.

Photo Courtesy Tiffany & Co.

HOLLYWOOD SAN FRANCISCO

EXCLUSIVE NATIONAL REPRESENTATIVES

EAST, SOUTHEAST

Boston-Springfield	WBZ-WBZA
Buffalo	WGR
New York	WMCA
Philadelphia	KYW
Pittsburgh	KDKA
Syracuse	WFBL
Charleston, S. C.	WCSC
Columbia, S. C.	WIS
Norfolk	WGH
Raleigh	WPTF
Roanoke	WDBJ

MIDWEST, SOUTHWEST

Des Moines	WHO
Davenport	WOC
Duluth-Superior	WDSM
Fargo	WDAY
Fort Wayne	WOWO
Kansas City	KMBC-KFRM
Louisville	WAVE
Minneapolis-St. Paul	WTCN
Omaha	KFAB
Peoria	WMBD
St. Louis	KSD
Beaumont	KFDM
Corpus Christi	KRIS
Ft. Worth-Dallas	WBAP
Houston	KXYZ
San Antonio	KTSA

MOUNTAIN AND WEST

Boise	KDSH
Denver	KVOD
Honolulu-Hilo	KGMB-KHBC
Portland, Ore.	KEX
Seattle	KIRO

DISPERSAL PLAN

Affects Material Allocation

FAILING to obtain authority from Congress in the extended Defense Production Act, President Truman has approved a policy for dispersal of industry which sets up new criteria for allocation of materials and other government actions.

The Office of Defense Mobilization will establish general standards to be followed by the Defense Production Administration, National Production Authority and other agencies in allocating raw materials, granting tax amortizations and in approving emergency loans. Defense Mobilizer Charles E. Wilson will administer the policy.

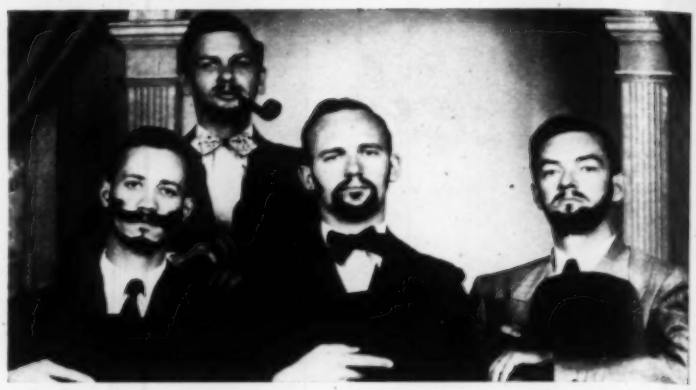
Possible application was seen on requests from electronics and other manufacturers who might seek to concentrate new plant facilities in congested areas to handle government orders. Established industry will not be dispersed, however, it was stressed.

It was understood that the new criteria would not apply to broadcasters desirous of beginning construction on new radio-TV facilities within metropolitan areas when the building freeze is thawed Oct. 1 (see separate story). Other commercial enterprises (as distinguished from production plants) would not be affected.

NSRB Booklet

Presidential approval of the policy was based on recommendations furnished by ODM, the National Security Resources Board and the Munitions Board. NSRB also has issued a booklet, *Is Your Plant a Target?*, dealing with "the protection of industrial production" in the event of full-scale war. Gist of the booklet is a four-point program for industrial dispersion with these guide posts:

1. To disperse new and/or expanding industry—*not to move established industry.*
2. No region of the country is to be built up at the expense of another.
3. Industrial dispersion can be carried out if such deployment is confined to each local marketing area.
4. State and local governments are urged to take a leading hand. The federal government will lend technical guidance.



THIS barber shop quartet is the sales staff at WJON St. Cloud, Minn., helping celebrate "Pioneer Day," an annual St. Cloud event. Sporting their fine growths are (l to r) Gerald Sandstrom, commercial manager; Paul T. Zahorik, Herman Schneider and Edward (Bud) Lynott.

In his statement of policy, the Chief Executive said that "the danger of atomic attack grows and demands . . . new and more positive policies." He continued:

Since 1945, we have experienced a period of unprecedented industrial expansion, but, except for a few examples, there has been no pronounced trend away from (densely concentrated centers). Some $18 billion in new plants and equipment were spent annually during the past four years, largely in areas already highly industrialized.

Several "factors" have added to the urgency of dispersal, the President added, among them evidence that Russia has the atomic bomb, probability of successful penetration of U. S. defenses in the event of air attack, and outbreak of hostilities in Asia. NSRB originally had recommended plant dispersal in 1945 but Congress subsequently rejected the plans.

KOIN'S LOCAL NEWSCASTS HAVE THE LARGEST NEWS AUDIENCE IN THE PORTLAND MARKET

KOIN

and KOIN•FM
Portland, Oregon

Proof of KOIN's local news popularity is that its *highest* Hooperated strip* rates 15.1. KOIN's *lowest* Hooperated local news strip* rates 8.3. KOIN's average local news strip* Hooperating of 12.2 is higher than the highest rating of any local news strip* on any other Portland Station!

*(Mon. thru Fri., Dec. '50, thru Apr. '51, 8:00 a.m. to 10:15 p.m.)

CBS

AVERY-KNODEL, INC., National Representatives . . . A MARSHALL FIELD STATION

ZIV SALES GOAL

Set at 450 Stations

SALES goal of 450 stations by Sept. 30 has been set by Frederic W. Ziv Co. for its new open-end transcribed syndicated situation comedy series *Bright Star* which co-stars Irene Dunne and Fred MacMurray.

Release date of the series, currently being taped in Hollywood at a three-per-week rate, is scheduled for Sept. 24, according to John L. Sinn, executive vice president [BROADCASTING • TELECASTING, Aug. 13]. The goal of 450 stations was set during a series of conferences between Ziv executives and the firm's sales force over the week-end of Aug. 10. Firm's national sales staff of 100 is now in the field contacting prospects.

RESOLUTION expressing "appreciation for the generous aid extended by NBC and its personnel" passed by Veterans Hospital program officers in Charleston, W. Va.

CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION

NETWORK...

PLUS!

In Cleveland—*only* **WJW** offers network prestige, network audience, PLUS NET-CALIBRE LOCAL PROGRAMMING. Cleveland's key daytime personalities do the town's surest selling job—on **WJW**.

JACK CLIFTON
Video . . . personal appearances . . . and RADIO . . . this boy is big. 1:30-3:30 p.m.

This combination of network and local personality programming is geared for maximum sales results in the Greater Cleveland market. It pays off for others—it will pay off for YOU.

"SOUPY" HINES
Just zany enough.
6:00-8:30 a.m.
3:30-5:00 p.m.

JANE STEVENS
Music and news for ALL the gals
12:30-1:00 p.m. 5:00-5:30 p.m.

RESULTS TALK: Call in H-R Representatives or call Hal Waddell for full story, availabilities.

CLEVELAND'S *Chief* STATION

WJW

5000 W. BASIC ABC
WJW BUILDING CLEVELAND 15, OHIO
REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION

KIRO
KFRE
KCBS
KIMA
KNX
KOLO
KROY
KCBQ
KXLY
KERN
KCMJ
KOIN
KXOC
KGDM

Your prospects are best in the West!

People are flocking to the Pacific Coast in the biggest rush ever... anywhere. Twenty thousand of them—*about one every two minutes*—are moving in every month. In California, Oregon and Washington, population has increased 48% in ten years!

These people are staking out a place in the sun... *are you?* They spent 15,410,000,000 retail sales dollars last year. Are you getting your share?

And *new* people (as every fourth person is) establish *new* buying patterns. Are you competing successfully with heavily-advertised national and regional brands?

Consider this: of all advertising media, only radio has kept pace with the Coast and its booming growth. *And Columbia Pacific delivers larger audiences than any other regional network.*

If you want to strike it rich in the West, the best way to reach your best prospects is on the Columbia Pacific Network. For fine locations on the finest stations up and down the Coast, call Radio Sales, or...

Columbia Pacific Network

Represented by RADIO SALES

Sources: Sales Management "Survey of Buying Power", May 1951. Pacific Nielsen Index, May, 1951.

WLAV

Grand Rapids, Mich.

CHARACTER

AND

CHARACTERS

ELMER

The Bat Boy

Gives Character to advertisers' messages as he knocks himself out with selling.

In Grand Rapids Elmer is

"Mr. Afternoon"

Let Elmer go to bat for you

For Reservation Call John E. Pearson

WLAV

AM-FM

ABC

for

Michigan's Second Market

BASEBALL PROBE

Hill Mulls Media Aspects

AN EXECUTIVE session of the House Monopoly Subcommittee will determine whether witnesses will be called to give the entire picture of baseball broadcasts, Chairman Emanuel Celler (D-N. Y.) said Wednesday.

Chairman Celler discounted earlier reports that the subcommittee already had decided to go ahead with a broadened investigation and the calling of witnesses from the radio-TV field and from FCC.

"Our plans have not been made as yet," he said. "It will be up to the subcommittee, sitting in executive session to decide."

However, Aug. 10 when the subcommittee wound up its first phase of the baseball hearings, it was indicated that further hearings would be held on the broadcast question [BROADCASTING • TELECASTING, Aug. 13]. Chairman Celler had been quoted as saying radio and TV industry spokesmen would be questioned in the fall.

It also had been reported that witnesses would be called from FCC, from radio, TV and newsreel industries to discuss the broadcasting issue.

Question of broadcasts and telecasts of games, whether they hurt attendance and whether baseball will have further restrictive rights should legislation pass exempting the sport from anti-trust laws, have come up in the hearings just completed.

JONES RE-NAMED

At Clients' Request

DUANE JONES, who last month resigned as chairman of the board of Duane Jones Co., New York, has been re-elected board chairman and president of the agency by request of the clients, it was announced this week.

Robert Hayes, who had taken over as president of the agency when Mr. Jones left, has resigned to devote his entire time to servicing major accounts as an account executive.

At the time of his resignation, Mr. Jones had announced that he was going to undertake a European business survey, but that trip, planned under government auspices, has been indefinitely postponed, Mr. Jones stated.

Although valuable information could have been obtained regarding packaged goods markets abroad, it was felt that inflationary trends, the changing tax structure, and other market factors made it advisable for him to remain as head of the agency, to direct ad policies and techniques that "placed major clients of the agency at the head of the sales parade in their respective fields," the announcement said.

GAVEL is presented to William R. McAndrew (r), general manager of NBC Washington outlets, WRC-AM-FM and WNBW (TV), as retiring (1950-51) president of Radio Correspondents Assn. Making the presentation are D. Harold McGrath (l), superintendent of Senate Radio Gallery, and Robert Menaugh, superintendent of House Radio Gallery.

TRANSIT STATUS

Group Scans Progress

A REPORT on the legal status of transitcasting, upon which the Supreme Court of the United States will be asked to rule this fall, highlighted an annual meeting of Transit Riders Assn. Inc. in Washington last Tuesday.

Members also were apprised of a "statement of objectives" contained in newly-filed papers of incorporation for the 450-member transit group.

One objective is "to collect and disburse funds for the protection of its members and the public by all lawful means, except influencing legislation, from being compelled to hear broadcasting inside public conveyances."

Paul Segal, attorney for the anti-transit radio faction and member of the law firm of Segal, Smith & Hennessey, told members that as a result of the appellate court ruling, no additional equipment had been installed in vehicles and that the drive for national advertising had been slowed.

Transit Riders Assn. Inc. was one of the original opponents of transit FM in the District of Columbia before the Public Utilities Commission which dismissed appeals to halt the service. TRA subsequently filed with the U. S. District Court, along with Guy Martin and Franklin Pollak, which upheld PUC. It dropped formal action before a U. S. Circuit Court of Appeals, which reversed the lower body.

Hector Spaulding, attorney for the transit riders' group, told BROADCASTING • TELECASTING last week that if the Supreme Court decides to review the case and rules that no invasion of constitutional rights is involved, TRA will seek an injunction alleging invasion of the right of privacy. Washington Transit Radio Inc. (WWDC-FM), along with PUC and Capital Transit Co., have asked SCOTUS to review the lower court's judgment [BROADCASTING • TELECASTING, Aug. 13].

RATE RAISES

Three Issue New Cards

THREE stations last week reported increases in their rates. The stations are WEEI Boston, KVOO Tulsa and KOWL Santa Monica.

WEEI issued Rate Card No. 22 effective Sept. 1. Rates for one time only are: Class A, one hour $525; half-hour $315, and station breaks $84; Class B, one hour $350; half-hour $210, and one-minute spot $70. Class C, one hour $262.50; half-hour $157.50, and one-minute spot $50. Class D, one hour $130; half-hour $78, and one-minute spot $25.

An increase of 10 to 20% over its old rate card was announced by KOWL. The increase, first the four-year-old 5-kw daytime station has put into effect, brings the hourly rate to $72 from $60.

Boost was justified, according to Arthur H. Croghan, owner of KOWL, as operation has materially increased during the station's four years on the air; population has increased 750,000 within its primary signal area during the four-year period; total radio listening during the daytime hours is greater in the area, with the number of auto radios doubled during that time.

Advertisers who have signed contracts before Sept. 15, 1951, will be given six months protection.

KVOO has increased its local advertising rates for the first time in 11 years, according to Local Rate Card No. 9, effective June 25, 1951. New rates for the 50 kw, clear channel station on 1170 kc, for one hour, half-hour, and one minute in Classes A, B, and C, respectively, are:

Class A (6-10:15 p.m.), $225, $140, and $25; Class B (6 a.m. to 6 p.m., 10:15-11 p.m.), $125, $80, and $15, and Class C (11 p.m. to 6 a.m.), $83.25, $53.35, and $10.

WEBER ELECTED

President of WFPG

FRED WEBER, former general manager of Mutual and former part-owner of WDSU New Orleans, has been elected president of Neptune Broadcasting Corp., operating WFPG, Atlantic City CBS outlet.

Mr. Weber

Mr. Weber has become the largest individual stockholder in the station with 30% ownership. Other owners, holding 10% each, are Jack Berkman, Louis Berkman, Allen Berkman, Richard Teitelbaum, John Laux, Helen Teitelbaum and Mayer Weizenthal, who are identified with The Friendly Group stations (WSTV Steubenville, Ohio; WPIT Pittsburgh; WMBS Boston).

In U-H-F it's

G-E LIGHTHOUSE TUBES

...for stronger construction and a stand-out efficiency record!

- Built for hard service.
- Pioneering u-h-f types, with many years of successful application.
- Superior electrical characteristics.
- Excellent isolation from load and antenna effects.

Check these *specific* advantages of G-E Lighthouse Tubes in v-h-f and u-h-f circuits where you need high-level detectors and mixers; pulsed and CW oscillators; power amplifiers, and frequency multipliers . . . at frequencies up to thousands of megacycles!

You can't beat G-E Lighthouse Tubes for—

- Aircraft traffic and location control equipment.
- Radio, TV, and other microwave relay equipment.
- Microwave test apparatus.
- Emergency communications equipment (police, taxi, and other fixed and mobile).
- Military and commercial communications and common-carrier equipment.

In applications such as these, General Electric tube engineers will be glad to work closely with you, and with the circuit designers at your drawing-boards. Available at all times, is G.E.'s experience with u-h-f types that goes back nearly two decades, and which you may draw on at will.

Wire or write for comprehensive Bulletin ETD-120. Learn more about G-E Lighthouse Tubes—how they'll improve the performance, increase the dependability of *your* new u-h-f circuit! *Electronics Department, Section 5, General Electric Co., Schenectady 5, N.Y.*

GL-2B22—High-frequency, high-perveance detector to beyond 1,500 mc.

GL-2C40—Radio-frequency amplifier, converter, and oscillator to 3,370 mc. Plate dissipation 6.5 w.

GL-2C43—Radio-frequency amplifier, oscillator, and frequency converter from 150 mc to 1,500 mc, and in special pulsed circuits to 3,370 mc. Plate dissipation 12 w.

GL-2C39-A—Radio-frequency amplifier, oscillator, and frequency converter from 150 mc to 2,500 mc. Plate input to 100 w.

GENERAL ELECTRIC

185-K5

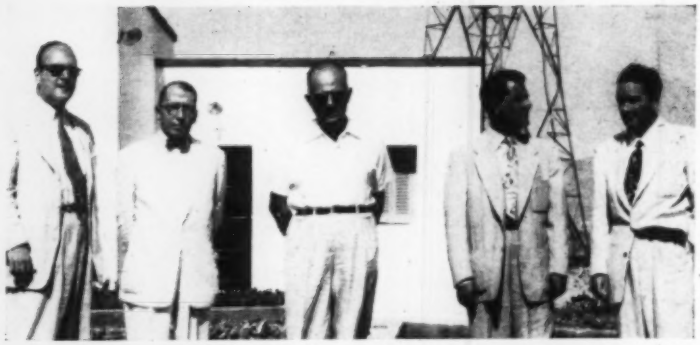
RTMA SERVICE UNIT

Merriam Renamed Chairman

E. W. MERRIAM, Allen B. DuMont Labs, has been reappointed chairman of Radio-Television Mfrs. Assn. Service Committee by Board Chairman Robert C. Sprague. F. L. Granger, Stromberg-Carlson Co., will serve as vice chairman. Membership of Service Committee:

F. Adams, Emerson Radio & Phonograph Corp.; A. T. Alexander, Motorola Inc.; N. J. Cooper, The Hallicrafters Co.; D. R. Creato, RCA Service Co. Inc.; Harry A. Ehle, International Resistance Co.; R. W. Felber, Stewart-Warner Electric Div.; C. E. Hoshour, Belmont Radio Corp.; Harry Kalker, Sprague Electric Co.; A. H. Kuttruff, Westinghouse Electric Corp.; William P. Muller, Bendix Radio Div.; H. A. Newell, Crosley Div., Avco. Mfg. Corp.; F. B. Ostman, Capehart-Farnsworth Corp.; Henry T. Paiste, Philco Corp.; W. L. Parkinson, General Electric Co.; R. K. Pew, Sylvania Electric Products Inc.; L. E. Priscal, Sentinel Radio Corp.; William D. Renner, Howard W. Sams & Co. Inc.; John F. Rider, John F. Rider Publisher Inc.; N. F. Schumacher, Wells-Gardner & Co.; Frank E. Smolek, Zenith Radio Corp.; Thomas L. Stevens, Packard-Bell Co.; L. J. A. van Lieshout, North American Philips Co. Inc., and Ray J. Yeranko, The Magnavox Co.

Chairman Sprague also reappointed V. S. Mameyeff, Raytheon Mfg. Co., chairman of RTMA Export Committee. W. M. Adams, Sprague Electric Co., was named vice chairman.



INSPECTING Radio Athens' 50 kw operation are (l to r) Dick Erstein, radio officer, U. S. Information Service; Bob Humphries, BBC representative; General Gigantes, director, Radio Athens; John E. Peurifoy, U. S. Ambassador to Greece, and Charles H. Crutchfield, vice president and general manager of the Jefferson Standard Broadcasting Co., licensee of WBT-AM-FM and WBTV (TV) Charlotte, N. C. Mr. Crutchfield is in Greece as an adviser and consultant to Greek radio officials who are modernizing their programming [BROADCASTING • TELECASTING, **June 18**].

HILL REACTION

Slow on Pratt Appointment

CONGRESSIONAL reaction to the appointment of Haraden Pratt as the President's telecommunications troubleshooter [BROADCASTING • TELECASTING, Aug. 6] has been slow in crystalizing on Capitol Hill the past fortnight, and is best reflected in a general "wait and see" attitude in qualified quarters.

Without exception, communications-minded lawmakers were as reluctant to comment on this development as upon publication of the Temporary Communications Policy Board's own report from which the selection of Mr. Pratt stemmed.

The 60-year old vice president of American Cable & Radio Corp., who was named to formulate policy on national and international frequency allocations, is slated to assume his duties sometime in September. Until the picture shapes up, authorities say, it would be hazardous to speculate on whether Mr. Pratt will be able to resolve problems which pose these questions:

- Was the appointment of a single advisor preferable to the creation of a three-man telecommunications advisory board?
- Will a single advisor tend to help resolve so-called "dual responsibilities" within the FCC and Interdepartment Radio Advisory Committee?
- What will IRAC's role be under the new setup, chiefly with regard to the demand among government agencies for spectrum space?
- How will radio-TV broadcasters and other non-government users fare in the battle for precious frequencies?

No Ready Answers

Communications experts had no ready answers to these $64 questions—and at least one key Senator has repeatedly declined speculation.

Sen. Ernest McFarland (D-Ariz.), Senate Majority Leader, once again issued a terse "no comment" pending Mr. Pratt's assumption to the post in September. Sen. McFarland heads the radio-communications subcommittee of the Senate Interstate & Foreign Commerce Committee, which has concerned itself with frequency problems.

Whether the appointment of Mr. Pratt conforms in pattern, if not in substance, to his recommendation that an Assistant Secretary of State for Communications be named, was not known. But close associates of the Senator thought that he would at least not frown on the Pratt telecommunications appointment until the machinery actually is put into operation.

Basic criteria, it was explained, is whether Mr. Pratt can operate in a manner which would help eliminate the waste among frequency bands, and assure an equitable distribution among government (mostly military) and non-government quarters.

It also was pointed out that, with abandonment of plans for a three-man board, FCC would continue to function much as it does now, subject to the watchful eye of Congress. The same was held to be true of the Defense Dept. and Dept. of State. Chairman Edwin C. Johnson (D-Col.) has been unavailable for comment.

HAYES NAMED

Defense Radio-TV Consultant

APPOINTMENT of Howard Hayes, former president and general manager of WPIK Alexandria, Va., as special radio-TV consultant to the Office of Public Information, Dept. of Defense, has been announced by Charles Dillon, chief of the department's Radio-Television Branch. Mr. Hayes assumed his duties fortnight ago.

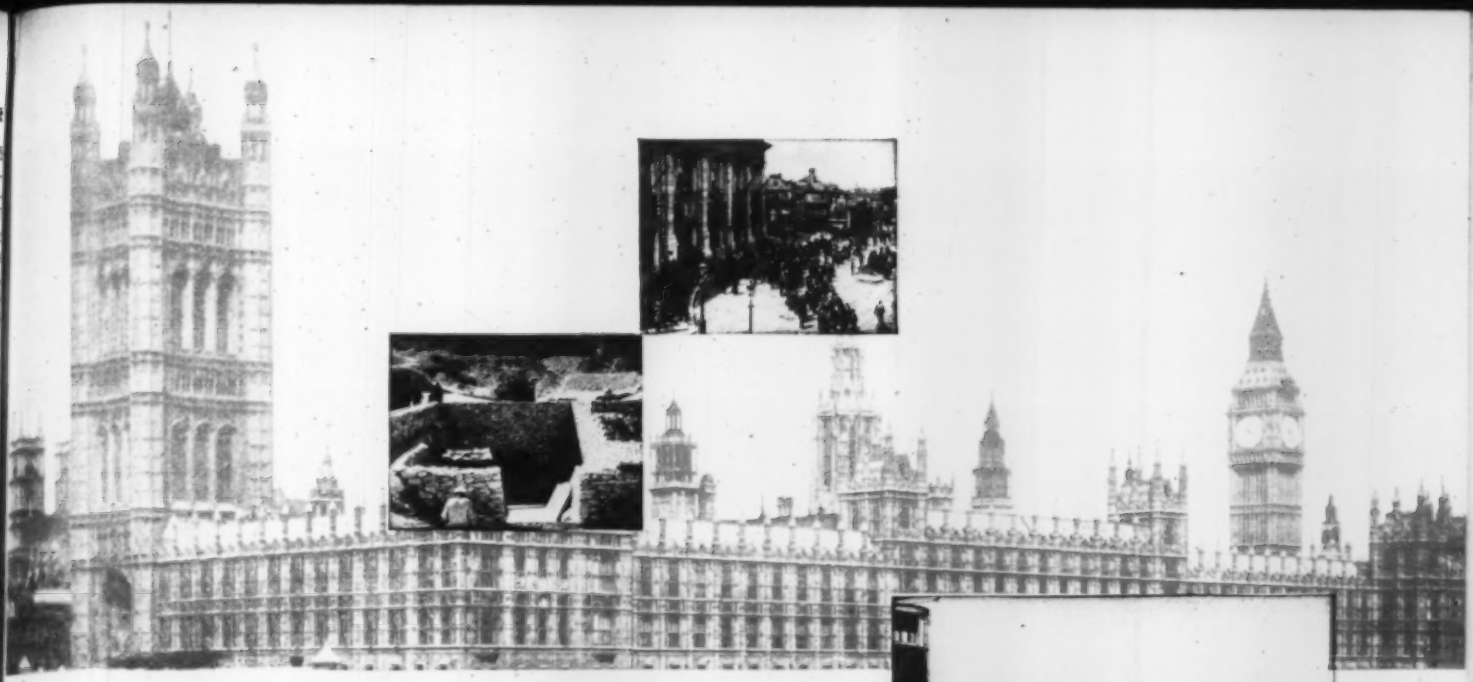
According to Mr. Dillon, Mr. Hayes will work with the Industrial Services Branch of the public information office on methods of utilizing radio-TV on the national, regional and local levels for defense purposes. Stress will be laid on programming in defense plant areas.

Mr. Hayes was associated with WTOP Washington before co-founding WPIK in November 1945. In subsequent years he was active on the North American Regional Broadcasting Agreement, and also on behalf of the Daytime Petitioners Assn. of which he was president. In that capacity he represented over 100 stations in Montreal and Washington conferences and served as industry advisor to the U.S. NARBA delegation. Sale of his 32.4% interest in WPIK was reported last December.

Wildroot in Alaska

ALASKA RADIO SALES, New York, announced last week that Wildroot Co. and Northwest Airlines had signed 52-week contracts for five one-minute spots per week on Alaska Broadcasting System stations. Three renewals also were reported by the organization—Blatz Beer for *Sports Roundup*, Thursday, 10:15-10:30 p.m.; Pabst Brewing Co. for *Fight of the Week*, Wednesday, 10-11 p.m. and Chesterfield for *The Bing Crosby Show*. Stations in the Alaska Broadcasting System are KFQD Anchorage, KFRB Fairbanks, KINY Juneau, KTKN Ketchikan, KFIW Sitka and KIBH Seward.

Pick Up "Q" for
Sales In Your Pockets
1 THRIFTY COVERAGE
2 5 FOR 3 PRICE RATIO
3 COMPLETE MERCHANDISING SERVICE
4 IN THE SOUTH'S GREATEST MARKET
Get Sales On "Q" ... Others Do!---
MR. "Q"
MUTUAL IN MEMPHIS...
WHB "Q" Gayoso Hotel Memphis, Tenn.
REPRESENTED by WEED



PRESTO selected for

"The biggest job of radio journalism ever undertaken in the United Kingdom"

KENNETH MELVIN,
New Zealand's No. 1 radio personality tours three continents with his PT-900.

wherever you go there's PRESTO

From a Hindu temple in Singapore to the dank tomb of King Tut in Egypt . . . from the imposing balcony of Mussolini's palace in Rome to the historic tower of Big Ben in London, Kenneth Melvin has taken his PRESTO tape recorder . . . recording strange voices, sounds, music, that have become living commentaries on people's customs, habits and surroundings. As official reporter for the British Festival, he is now travelling throughout the British Isles recording material for a 52-week series of network broadcasts.

"I shall be interested to discover", says Kenneth Melvin, "whether any tape-recording equipment has ever been subjected to so grueling a test as my PT-900 . . . not on a single occasion—over four months of constant operation, averaging six hours a day, under murderous variations of temperature, current, voltage and with constant man-handling from car to scene, upstairs and down cellars—*not once has it failed me.*"

Every day, thousands of PRESTO owners are discovering, just as Mr. Melvin did, that PRESTO equipment is made to give the utmost in performance and dependability. That's why . . . wherever you go there's PRESTO.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

In Canada: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal
Overseas: M. Simons and Sons Company, Inc., 25 Warren St., New York, N. Y.

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

CLOTHING STORES FIND RADIO TO BE . . .

THE SURE-FIRE SALESMAN

Mr. YANDT

CLOTHING STORES, in all parts of the country, are finding radio the best answer to their advertising problems.

Reports from established firms in widely separated areas prove the efficiency of the spoken word in selling clothing—particularly men's and women's suits.

Successful formats reported include:

● Sports broadcasts six times each week on KGVO Missoula, Mont., which have built Yandt's Men's Store into one of the most successful suit merchandisers in the area. The daily programs are aired by Max Yandt, owner of the firm.

● Spot radio particularly on newscasts, for the John Niemeyer stores, of Grand Rapids. WOOD Grand Rapids carries the bulk of the advertising to which the owner credits at least 50% of his gross business.

● Daily participation for Grayburn Clothes, Los Angeles. The firm uses a Negro disc jockey on KOWL Santa Monica, Calif.

● Well-timed spots on KFSD San Diego, all the advertising needed by Bennett's Clothiers, San Diego, since they dropped all newspaper advertising two years ago.

● Harris & Frank chain of stores in Southern California sponsors daily newscasts on KMPC Los Angeles, with supplementary broadcasts in cities where stores are located. Executives trace many new accounts to the use of radio.

* * *

OUT in Missoula, Yandt's Men's Store credits a major share of its outstanding success to the "personal touch" made possible by radio.

Mr. NIEMEYER

Since 1933 Max Yandt, president, has used KGVO for a 10-minute, Monday-through-Saturday sports message which he has delivered personally to a growing audience of sports followers. The major portion of these followers have become customers of the store.

The history of Yandt's dates back to 1907 when the store was founded by Max's father, J. S. Yandt, in Stevensville, Mont., 30 miles south of Missoula. In 1919 most of the town of Stevensville was swept away by a disastrous fire. The elder Yandt looked over the ruins and decided to move to Missoula.

Recognizes Radio's Value

On Jan. 18, 1931, KGVO went on the air in Missoula and two years later the elder Mr. Yandt died, leaving the store to his son. Max Yandt was quick to see the possibilities which radio offered. He liked the idea of a sports show and, helped by a veteran radio man, Les McCabe, worked out the format of *Yandt's Sport Slants*. Auditions were held seeking the right "voice" for the show and it was agreed that Max Yandt, himself, gave the daily broadcast exactly the right personal touch. From the first the show was a natural. It went on the air at 6:15 p. m., Monday through Saturday, ten months a year. The basic foremat has never been changed.

Always interested in sports Max Yandt has increased his knowledge until he is recognized as a sports authority throughout the state and area. He acts as judge of many sports events in the area and is a leader in several sportsmen's organizations.

Every year the business volume of Yandt's Men's Wear has increased until at the present time it does the largest business of any men's wear store in the area in spite of the fact that it is not in the central business district.

The sporting goods department has always been a major one with the store but other departments have not suffered. At the present time the volume of sales to professional men and office workers is the largest of any store in the area while trade from outdoor workers, men connected with lumbering, ranching and mining, has continued to increase.

In recent months network commitments have forced a cut in the program from ten to five minutes but otherwise there has been no change. The store still spends 75% of its advertising budget on radio. Max Yandt continues to deliver the daily broadcasts. Speaking rapidly, averaging slightly over 140 words per minute, he does not lose distinctness or clarity.

Originally all advertising copy was prepared under the direction of Mr. Yandt, but now it is planned to a greater degree by Frances Supernau, who has been with the clothing firm since 1946. No agency is involved in the account. Advertising features nationally advertised brands at the "right" price. Quality is emphasized in all copy.

Seasonal Emphasis Placed

Commercials have always followed a definite line often mentioning one seasonable item for as many as 10 days at a time. Several slogans have been associated with the store through the years. Typical are: "Yandt's Men's Wear, the Store for Men and Women Who Buy for Men"; "Whatever a Man Needs for Himself or a Woman Wants to Buy for a Man, Yandt's Men's Wear Has It"; "Priced Right With Quality Always First."

Once a year the store offers a suit and topcoat sale which is featured on the program. Occasionally close-outs of particular merchandise are stressed.

On New Year's day, 1942, fire swept an entire city block in Missoula and much of the merchandise in Yandt's store was damaged by smoke and water. Since the stock of men's suits and overcoats was large a room was rented in a vacant building and the resulting "fire sale" was one of the most successful ever held in the area. Spots on KGVO were used to supplement the program. It was a complete sell-out in 16 days.

"We feel that radio has a personal touch that is not offered by any other media," Max Yandt says. "We utilize the personal appeal to its fullest by doing our own broadcasting. We have made friends and customers of hundreds of persons by this method. Where else, except perhaps by television when we could add vision as well as our voice, could we get this plus benefit in advertising? Our store is headquarters for all people interested in sports. We have built its reputation on a quality basis. Radio offers us something more than any other advertising medium."

Officers of the company beside Mr. Yandt, president, are George May, vice president; Robert Hemgren, treasurer, and Verda Hemgren, secretary. Mr. Supernau is director of advertising.

* * *

AT least 50% of the nearly $250,000 annual gross business of the John Niemeyer Men's clothing stores in Grand Rapids is attributed to use of radio by the founder and owner, whose name the two stores bear.

Mr. Niemeyer is a great believer in the use of spot radio, particularly participations on news shows.

News Appeals to Customers

"Over the years," he says, "the same general type of radio advertising has produced the greatest results for us. News appeals to the man. The head of the house pays little attention to many of the spot advertisements scattered between other shows. But when we can work in a plausible commercial during a news show, we have the male audience set up for our message.

"We don't overlook the scattered spot advertising program, though, because apart from the men, women are likewise good customers and listen more intently to commercials at scattered times."

Favorite format for the John Niemeyer one-minute spot, the bulk of which is carried over WOOD Grand Rapids, is the informal conversational type announcement. On WOOD many of these are put on the air by Dick Henry, announcer, and Bob Run-

(Continued on page 83)

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

August 16, 1951

To the PRESS and RADIO:

Subject: A "TREMENDOUS JOB" -- and the JOB AHEAD

In keeping traffic moving around the Kansas-Missouri flood areas by the use of alternative routes, and in the prompt repair of broken lines and restoration of service, the railroads have done what James K. Knudson, Administrator of the Defense Transport Administration, described as a "tremendous job."

They now face another difficult task of a different kind -- the movement, at the same time, of part of the Southwestern grain crop along with the harvest in the Northwest. Carefully laid plans for building up a backlog of high-grade box cars were disrupted, first by prolonged rains which delayed much of the winter wheat harvest, and then by the flood which made unuseable thousands of the cars assembled for that purpose. Despite difficulties, however, the railroads are going ahead with the job of assembling box cars needed to handle the double movement ahead.

In all this, as well as in handling the major part of the nation's other production, the railroads face difficulties in securing steel and other materials needed not only for carrying forward the car and locomotive building program which they undertook to meet the growing needs of national defense, but also the materials necessary to keep existing cars and engines in repair and running.

As Administrator Knudson of the DTA said, "This country can have and use no more of anything than it can haul," and, as he added, "the great bulk of that hauling is done in railroad cars." That's why it is so essential to commerce -- so vital to defense -- that there be no lessening of the flow of materials needed both for increasing railroad capacity and for carrying on day-by-day railroad operations.

Sincerely yours,

William T. Faricy

ARRANGING Standard Oil of Ind. sponsorship of 10 college grid games on WJR Detroit are (l to r): Elmer O. Wayne, WJR sales mgr.; Jerry Vanek, adv. and public relations dir., Standard; Frank J. Swindell, dist. mgr., Standard; and Worth Kramer, WJR vice pres. and gen. mgr.

WILLIAM BURKHARDT (center), pres., Burkhardt Brewing Co., Akron, renews for second year sponsorship of 11 p.m. news, Mon. through Fri., on WTAM-AM-FM Cleveland. Staff Announcer Tom Field (l) handles the nightly newscasts. Eugene Myers (r), WTAM sales mgr., represented station in negotiations.

CONTRACT is completed for General Electric Co. *GE Football Roundup* on CBS Radio this fall [BROADCASTING • TELECASTING, Aug. 13] by (l to r): Red Barber, general coordinator of pickups; John Karol, CBS Radio vice pres. in charge of network sales; William H. Sahloff, mgr., GE Receiver Div.; Mike Mahoney, Maxon Agency.

WISCONSIN U. football games on WKOW Madison will be sponsored by Oscar Mayer & Co., meat packager. Completing arrangements (l to r): Robert Loomer, station salesman; Pat Hernon, play-by-play announcer; Arthur Towell, pres. of agency of same name; Jack McDonald, adv. mgr. for Oscar Mayer.

1951 grid games of Texas Western College will be sponsored on KEPO El Paso by McNutt Oil & Refining Co. for Dixie service stations. L to r: Ray McNutt, Dixie sales prom. mgr.; Blaine McNutt (seated), company pres.; Phil Eakins, play-by-play announcer; Sig Smith, KEPO adv. acct. exec.; Willard L. Kline, KEPO pres.

FOR second year, Associated Grocers of Eastern Mich. will sponsor *Relay Quiz* on WBBC Flint. Completing renewal (l to r): Sales Representative Kip Frazier; W. Eldon Garner, WBBC gen. mgr.; Robert Duncan, AG gen. mgr., and his assistant, Russell Bacon.

HAYMONDS DENY

Anti-Trust Charge Answered

DENYING that they had participated in any purported violation of the Sherman Anti-Trust Act while owners of San Bernardino (Calif.) Broadcasting Corp. and licensee of KITO San Bernardino, Carl E. Haymond of Tacoma, Wash., and his son Carl Dexter Haymond have filed answer in U. S. District Court at Los Angeles to the half million dollar triple damage suit of Broadcasting Corp. of America, operator of KPRO Riverside, Calif. [BROADCASTING • TELECASTING, July 9].

Messrs. Haymond denied a conspiracy to injure KPRO's business or restrain its trade in interstate commerce by unfair competition, false representation or through other means in violation of the anti-trust laws as charged in the suit.

Declaring the plaintiff's complaint does not state a cause of action for violation of the Sherman Anti-Trust Act, and pointing out that the claims are barred by the statute of limitations of the State of California, Messrs. Haymond ask for (1) dismissal of the complaint; (2) that plaintiff pay for costs involved, and (3) "for such other and further relief that the court may deem just and proper."

In addition to Messrs. Haymond, named as defendants in the suit are George Lindemann, former manager KITO and Robert S. Conlan & Assn. Inc., Kansas City, Mo., radio audience survey organization.

KPRO allegedly suffered actual damages to the amount of $171,000, but triple that sum is asked for under Section 7 of the Sherman Act. Defendants also are being asked to pay Broadcasting Corp. of America attorney fees of $51,300 under a provision of that same section.

Carl Haymond is owner of KMO Tacoma and KIT Yakima.

LAVERY WINS

Gets $30,000 Damages

DAMAGES amounting to $30,000 were awarded to Emmet Lavery, playwright and screen writer, last Monday night by a Los Angeles Superior Court jury in his $200,000 depreciation of property suit against Mrs. Lela Rogers, Town Hall Inc., ABC and five other defendants [BROADCASTING • TELECASTING, July 16]. Trial had been in progress since July 10.

Mr. Lavery had originally filed a $1 million slander suit against the defendants. Judge Arnold Praeger early in the trial ruled out a plea for general damages amounting to $800,000. Mr. Lavery was restricted to sue only for specific damages of $200,000.

Suit stemmed from a Sept. 2, 1947, ABC *Town Hall* debate on the question, "Is There Really a Communist Threat in Hollywood?" Mr. Lavery charged that during the debate Mrs. Rogers accused him of Communist sympathies. He also claimed she referred to his play "A Gentleman From Athens" as being un-American propaganda and charged it followed the "party line." He said its value was "depressed" by this criticism on the radio.

Other defendants in the suit were Ayn Rand, novelist, and Frank O'Connor, her rancher husband; Morris Ryskind, producer and writer; Robert Arthur, producer; estate of the late James McGuinness, film producer; estate of the late Sam Wood, film director.

Attorneys for the numerous defendants indicated that they will move for a new trial and if that fails, they will appeal the 9-to-3 decision of the jury. Another damage suit, filed by Martin A. Gosch, producer of the Lavery play, asking for $1 million damages, is pending against Mrs. Rogers.

'THE BIG SHOW'

Recording in London

FIRST two broadcasts of NBC's *The Big Show* for the 1951-52 season will originate from London and Paris, Charles C. Barry, vice president in charge of radio network programs, announced last week. The shows will be recorded with continental audiences in Britain Sept. 16 and in France Sept. 23 for broadcast in the United States Sept. 30 and Oct. 7, respectively. BBC will air *The Big Show* as it is recorded in the British capital.

On board for the trip abroad will be a full production staff including Tallulah Bankhead, Fred Allen and Portland Hoffa, Producer Dee Englebach, Conductor Meredith Willson, Writers Goodman Ace, Mort Green, George Foster, and Selma Diamond. Mr. Barry and his wife will arrive in Europe in advance of the troupe and will be joined by Joseph H. McConnell, network president; John F. Royal, executive consultant; William F. Brooks, vice president in charge of public relations, and R. S. Reynolds Jr., president of Reynolds Metals Co., one of the show's sponsors.

TOSCANINI RETURN

In U. S. by Sept.—Sarnoff

ARTURO TOSCANINI will return to the United States early in September, RCA Board Chairman David Sarnoff announced Monday upon his own return from a two-month visit in Europe. The musician will make some recordings for RCA Victor and will prepare programs for his broadcasts with the NBC Symphony Orchestra, whose season he will open Nov. 3 at Carnegie Hall.

"Mrs. Sarnoff and I spent a weekend with the maestro on his beautiful island on Lago Maggiore," Brig. Gen. Sarnoff explained. "He appeared to be in good health and expressed his eagerness to resume his musical activities in America."

They LOVE us in Cleveland

("Mayer of the Morning"—6:30 to 9:45 AM)

BILL MAYER . . . WGAR . . . SAYS:

"I get 'em when they're wakin' up and eatin' breakfast. My audience likes good music . . . including novelties and production gimicks. I can find them in the STANDARD PROGRAM LIBRARY: not to mention the fine talent. I like STANDARD . . . and so do the folks who listen in the morning."

("Morgan's Musical Inn"—10:30 to Midnight)

HAL MORGAN . . . WGAR . . . SAYS:

"I get 'em when they feel like dancin' and romancin.' The folks want good music, by top artists, with fine arrangements. I can find all of these in the STANDARD PROGRAM LIBRARY. And if it's soft and dreamy stuff I'm lookin' for . . . they're in the STANDARD LIBRARY, too. It's a great Library."

REG MERRIDEW, *Program Director* . . . WGAR . . . SAYS:

"Both Bill Mayer and Hal Morgan are right. Both guys know what their audience wants . . . and that's what they give them. That's what accounts for their swell ratings and sales success stories. Whether it's MORNING, *NOON* or NIGHT, the STANDARD PROGRAM LIBRARY does a wonderful job for us. We sure like it."

How about it? Top program-men in radio today use the STANDARD PROGRAM LIBRARY . . . and to good advantage, too. It's the library that can make it easy for you to *use* . . . and *sell!*

Why not join the *smart* men in radio . . . who say . . . I like . . . and use . . . the STANDARD PROGRAM LIBRARY. It's the greatest!

Call or wire any office for information on how *you* can start to . . .

SELL WITH *Standard Radio*

TRANSCRIPTION SERVICES, INC.

140 N. La Brea, Hollywood • WEbster 8-9181

360 N. Michigan Avenue, Chicago • CEntral 6-0041

444 Madison Avenue, New York City • PLaza 3-4620

1950 PROFITS

FTC Reports Increases

PROFITS of 22 manufacturing industries—including makers of electrical equipment and supplies but excluding the cigarette, bread and dairy fields—all were similar or "substantially higher" last year than during 1940, according to a report released last Monday by the Federal Trade Commission and submitted to Congress.

In a comparison of 1949 and 1950 profit rates, soap and cleaners reflected the "most striking increase," reversing a decline on the basis of 1949 and 1948 figures. Those industries showing a profit decrease were dairy products, cigarettes, cigars, plug and smoking tobacco, bread and biscuits and crackers. Motor vehicles and petroleum refining showed marked increases from 1940 to 1950.

Rate of return after taxes for electrical equipment and supply industry, taking into account 64 firms, was 14.2% for 1940; 19.8%, 1947; 18.8%, 1948; 15.9%, 1949, and 21.2% for 1950.

The report was the fourth in a series submitted to Congress by FTC and compared pre-war and post-war rates of return, after taxes, for more than 500 corporations in 25 "homogeneous" fields. Nineteen industries showed a greater profit in 1950 over 1949, according to the FTC report.

APRA CONVENTION

Harold Stassen To Speak

HAROLD E. STASSEN, president, U. of Pennsylvania, will be principal speaker at the seventh annual convention of the American Public Relations Assn., in Philadelphia Nov. 15.

Also announced last week was the opening of the annual awards contest for outstanding achievement in the public relations field. Entries must be received by Sept. 30 at national association headquarters, 1010 Vermont Ave., N. W., Washington, 9, D. C., and must be accompanied by an entry fee of $25.

NEWS
from Binghamton, N. Y.

ABC
WENE
BINGHAMTON, N.Y. MARKET
NOW 5000
WATTS

CALL RADIO REPRESENTATIVES, INC.

ALL CONCERNED with Frederic W. Ziv Co.'s newest transcribed series, *Bright Star*, seem satisfied with the way the first rehearsal is going. L to r: Fred MacMurray, co-star of the situation comedy series; John L. Sinn, executive vice president, Ziv Co.; Irene Dunne, co-star; Herbert Gordon, vice president in charge of production for Ziv Series expected to be aired this fall [BROADCASTING • TELECASTING, Aug. 13].

MEXICO CHANGES

Additions, New Assignments

LATEST Mexican changes in operating assignments have been reported by the FCC, following notification from Mexico under provisions of the 1941 NARBA. The new 1950 NARBA, to which Mexico is not a party, awaits Senate confirmation.

Changes reported (probable commencement dates in parentheses) are:

XEGH Reynosa, Tamaulipas, new Class III station, 1 kw day on 620 kc (Oct. 12).

XEFX Poza Rica, Veracruz, new Class III-A station, 5 kw fulltime on 1480 kc with night directional (Jan. 1). XEZM Zamora, Michoacan, changes from 1480 kc to 650 kc with 1 kw day, Class II. (Aug. 1). XEGT Zamora changes from 650 kc to 1490 kc with 250 w fulltime, Class IV. (Aug. 1).

XEFD Rio Bravo, Tamaulipas, new Class II station 1 kw day on 1170 kc. (Nov. 20).

XEFP Reynosa, Tamaulipas, new Class IV station 1 kw day 250 w night (Oct. 30).

XEON Tuxtla Gutierrez, Chiapas, changes from 1360 kc to 710 kc with 1 kw full time, Class II (Sept. 30).

WCOW ON AIR

Program Tests Underway

WCOW South St. Paul, Minn., new 500 w daytimer on 1590 kc, began program test operation Aug. 12 under the direction of Reinhard Steinley, general manager, and Darrel Goden, chief engineer. Executive director of the station is Albert Tedesco, general manager of WKLK Cloquet, Minn.

WCOW was granted to South St. Paul Broadcasting Co., owned by Victor Tedesco and family, who also control WKLK. Victor Tedesco is owner of WKLJ Sparta, Wis., granted license Aug. 6 by FCC to cover its permit.

RADIO INSTITUTE

N. C. Teen-agers Attend

TWENTY teen-age students, many on scholarships provided by their area stations, attended the first North Carolina High School Radio Institute at Chapel Hill this summer co-sponsored by the North Carolina Assn. of Broadcasters and the U. of North Carolina.

Mr. Wynn

Students for two weeks lived on the campus and attended classes in all phases of broadcasting. The institute was held under the guidance of Earl Wynn, director of the Communications Center of the university, and an assistant, Rhoda M. Hunter, executive secretary, Communications Center.

Among North Carolina broadcasters who lectured were Robert Estes, WSJS Winston - Salem, Cecil Hoskins, WWNC Asheville; Bob Rierson, WBT Charlotte; Joel Lawhon, WVOT Wilson; Ed Kirk, WPTF Raleigh; Jack Younts, WEEB Southern Pines; Sue Taylor, WDNC Durham; Charles Gaylord, WFLB Fayetteville; Don Pierce, WRRF Washington, and Ed Anderson, WBBS Forest City.

Split Over Policy

ANDERSON & Cairns, New York, has announced its resignation of the Alexander Smith Inc. carpet account. The agency had handled the account for nearly 23 years, and attributed its move to "fundamental disagreement on advertising policies." The agency will continue to serve H. Masland & Son, carpet manufacturers, for whose carpets Alexander Smith Inc. is sole selling agent.

GILLETTE SUCCESS

Inserted in 'Record'

SPEECH by Joseph P. Spang Jr., president of the Gillette Safety Razor Co., on occasion of the firm's golden anniversary, was reprinted in the *Congressional Record* last week by House Majority Leader Joseph W. McCormack (D-Mass). Portions of the speech read like a radio success story. For example, Mr. Spang said:

The most important advertising event in the history of Gillette ... during this period (the thirties), came in 1939. That was the year which saw the beginning of our "Calvacade of Sports" broadcasts. We first broadcast the World Series in 1939. Again, undertaking this promotion was a bold step. The cost of sponsoring that one event ate a large hole in our advertising appropriation. That it was a good move has proven itself, and today we are most happy that we have acquired the rights to this outstanding event for the next six years, both on radio and on television.

As you all know, we broadcast and telecast most of the major sports events in the nation—football, boxing, and horse racing.

KCBS TO 50 KW

Stanton Gives Dedication

RADIO is "our foremost means of information and entertainment" and "will continue to be for many years to come," CBS President Frank Stanton said in a CBS Radio broadcast Aug. 9, celebrating CBS-owned KCBS San Francisco's increase in power from 5 to 50 kw (740 kc). He appeared on a special broadcast (10:30-11 p.m.) with a group of CBS Radio stars and with San Francisco Mayor Elmer Robinson, who threw the switch that transferred KCBS to its new transmitter.

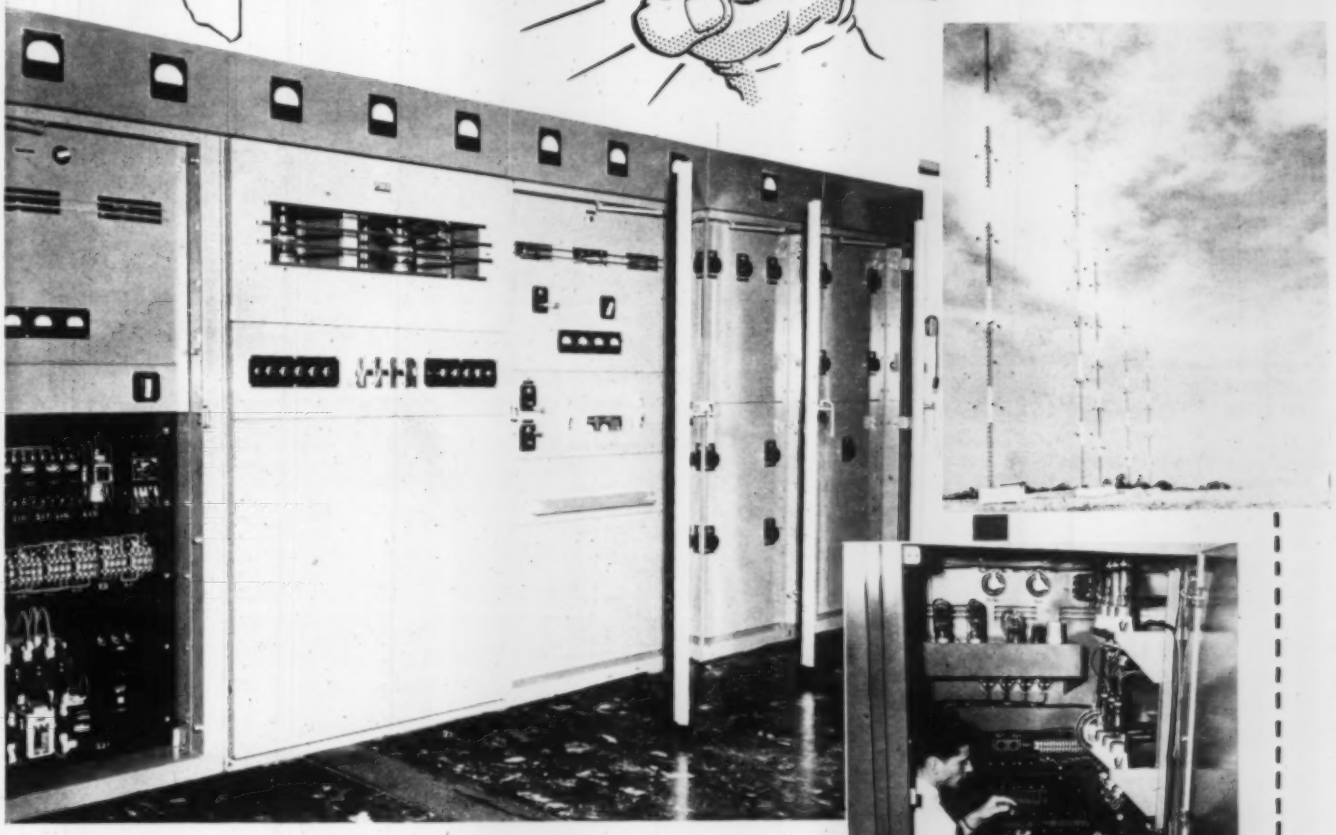
"The great size of radio, so hard to visualize when you hear cold figures," Mr. Stanton said, in the dedicatory speech, "is evidence that over the years radio has been able to fulfill the demands we all make on it, and fulfill them more completely than any other means of communications, written or spoken, in the history of mankind."

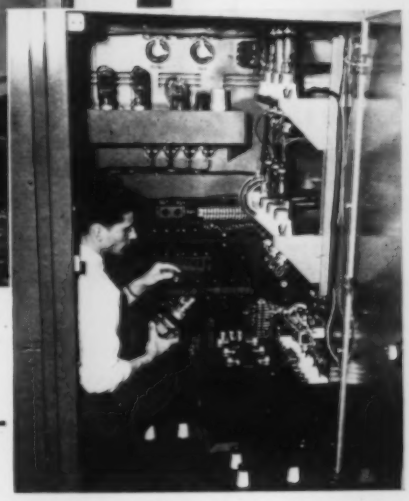
P&G's Marshall Plan

PROCTER & GAMBLE, which sponsors *Welcome Travelers* from Chicago on NBC, has compiled some totals on the quantity of food it has dispensed to visitors since the opening show June 30, 1947. Breakfast guests since then have consumed 1,336,000 cups of Maxwell House coffee, 971,000 glasses of College Inn tomato juice, 589,000 bottles of Bowman milk, 1,552,000 Apple 'n' Spice doughnuts and 2,346,000 Salerno cookies. There currently is a three-month wait for tickets.

WENE + GATES = PUNCH at BINGHAMTON-ENDICOTT, N. Y.

• Endicott, New York





There is plenty of punch in the new 5000 watt signal at WENE, Endicott, New York. Equipped with the latest Gates BC-5B transmitter and associate five-tower phasor, a real wallop is spread over the southern tier section of New York state.

WENE is another Gates packaged installation and of the larger variety. Everything but the land it was put on was supplied by Gates—all ready for the consultant to prove the directional pattern.

You, too—like WENE, and over 700 other broadcasters who have complete Gates installations can enjoy not only the finest and latest but a type of manufacturer-customer relationship that spells cooperation in action. This cooperation can only result in the job done faster, better and at lesser cost.

WENE, Endicott, New York—established in 1947 as 250 watter, now operating 5000 watts day and night. ABC affiliate, operated by Empire Newspapers, Inc., serves the rich triple city area of Endicott, Binghamton and Johnson City, New York. S. W. Ryder is WENE head; F. H. Brinkley, Director of Ottaway radio stations, and James H. Ottaway, President.

Gates walk-in construction is well illustrated above, where WENE Chief Engineer, Shell Weyland, readies a power amplifier tube for final installation in his Gates BC-5B transmitter. Any part of the new Gates "Five" can be reached in seconds.

GATES

GATES RADIO COMPANY

Manufacturing Engineers Since 1922

QUINCY, ILLINOIS, U. S. A.

OFFICES IN: Washington, D. C.; Houston, Texas; New York City

INTERNATIONAL: 13 E. 40th St., New York City • Canadian Marconi Co., Montreal

XUM

editorial

Ford's Solid Foundation

THE TV-Radio Workshop set up by the Ford Foundation now has $1.2 million in its bank account and Robert Saudek as its boss. We aren't sure which is the more valuable asset.

Mr. Saudek, who collects radio awards in such quantity as to risk accusations of monopoly, also knows how to collect cash. During his service with commercial broadcasting he has successfully sold both time and ideas, some of them shockingly intelligent.

If anybody is living proof that commercial broadcasting and public service can be compatible, Mr. Saudek is the man. He's an ideal choice to run a workshop that can perpetuate itself only by managing the rather difficult exercise of keeping its feet on the ground and its head in the sky.

Motion Picture Picture

ANOTHER "battle of the century" looms with the action of the FCC in ordering an inquiry into participation of motion picture interests in radio and television station ownership. If anything, this determination is overdue.

Just four months ago, the FCC announced that it would invoke no blanket policy on motion picture ownership, but would decide individual cases on their merits. Certain of those "individual cases" now set down for hearing are five years old.

There's little doubt that the pending ABC-United Paramount merger goaded the FCC into acting on these older cases, involving Paramount Pictures and DuMont, as well as Balaban & Katz, a subsidiary of United Paramount, now entirely divorced from the Paramount Hollywood production company. The ABC-United Paramount transaction involves the transfer of ABC owned-and-operated stations to the newly fused corporation, and has no direct bearing upon these other pending cases. But the broad question of public policy, it is contended by FCC spokesmen, is inextricably interwoven in the proceeding.

In the making here is another "newspaper ownership" issue, which had its onset a decade ago during the heydey of the Roosevelt era. The FCC, after a three year investigation, finally dropped the proceeding. Within the last fortnight Scripps-Howard Radio Inc. petitioned the U. S. Supreme Court to review the FCC doctrine, which is, essentially, that all other things equal, the Commission will prefer a non-newspaper applicant over a newspaper contender as a means of controlling the mass communications media.

Any ironclad rule that would discriminate against any class of citizen, we have steadfastly contended, violates the Constitutional guarantees. That is so whether it be a newspaper, a motion picture producer or an exhibitor, an insurance company, an equipment manufacturer, or a department store.

There is an extenuating circumstance, however, in the motion picture aspect. It is the consideration of violations of the anti-trust laws in determining the eligibility of applicants for broadcast stations. The Supreme Court has held that the motion picture companies have violated the anti-trust laws by controlling both production and exhibition facilities. The result was a consent decree under which the production companies were forced to divest themselves of exhibition-house ownership. Hence, for example, the recent separation from Paramount of its theatre holdings, and the formation of United Paramount.

The FCC therefore, somewhere along the line, is obliged to decide whether motion picture production companies would be in volation of the identical laws if they own and operate television stations. It is apparent that a TV station is the equivalent of a thousand motion picture houses, in terms of audience reached. But the FCC regulations limit the number of TV stations in the hands of a single entity to five.

Now there has arisen another legal conundrum. Motion picture exhibition houses are bidding for (and getting) rights to major prize fights. They plan to bid for other sporting events. These are on an exclusive basis, precluding their use on radio or TV. Does this constitute the movie decree issue, in reverse, i.e., a theatre chain controlling an important phase of "production," freezing out radio-TV competition? Is it analogous to the carriage-maker entering the automotive field?

The FCC, it would seem, is duty-bound to explore all of these facets. Certain others, such as its proposal to inquire into withholding of films and talent properties from TV use, we regard as outside the FCC's legal domain.

It will be better for all concerned—the motion picture producers and exhibitors, the broadcasters and telecasters and the public—if these fundamental questions are decided with greatest possible dispatch.

THE PASSING of William Randolph Hearst brings recollections of his philosophy of radio. The militant publisher, whose news exploits already are legendary, once told the editor of this journal that the greatest mistake he had ever made was his failure to "get into radio on the ground floor." "People," he said "are getting too lazy or too busy to read, but they will listen." And, he explained that his newspapers were turning to shorter stories and more and more pictures. That was nearly two decades ago when there were 10 stations in the Hearst empire, as against three radio and one TV today.

It is ironically significant too that another publishing genius, Col. Robert B. McCormick, in sending condolences to William Randolph Hearst Jr., telegraphed: "My sincere sympathy to you in the loss of your father, news of whose death has just reached me over the radio. . . ."

Benton & Boloney

WE'VE READ Sen. William Benton's revised legislation proposing a National Citizens Advisory Board for Radio and Television, and we must gloomily report that the Senator's original pattern has not been appreciably altered.

It may be slightly redesigned, with a dressier drape shape and a higher neckline, but it promises to cut the same suit of sackcloth, sprinkled with ashes, that the Senator all along has been wanting the commercial broadcasting system to wear.

It's becoming obvious that Mr. Benton's persistent effort to force some kind of legislation along these lines is caused by his peevish resentment over past difficulties he personally has had with broadcasters.

As he has admitted, he couldn't get the networks to scuttle their schedules every time he had a notion for a new educational show, however unimpressive, back when he was associated with the U. of Chicago.

He would be more than getting even for these fancied insults if Congress ever adopted the proposals he has made. The advisory board he advocates would exert censorship which, although indirect, would be intolerable, and also illegal.

our respects to:

MILTON LESTER GREENEBAUM

WHEN the Saginaw Broadcasting Co., of Saginaw, Mich., came into being, Milton Greenebaum was elected president.

Not only was he chief executive, Mr. Greenebaum also was salesman, continuity writer, traffic manager and general factotum.

From this small beginning, Mr. Greenebaum has nurtured the company into a parent organization which controls WSAM-AM-FM Saginaw and WLEW Bad Axe, Mich.

Still president of the company, Milton Greenebaum is not resting on his frequencies. His three main hobbies are work, work and more work.

During his formative years, Milton Lester Greenebaum's footsteps were not pointed in the direction of becoming a broadcaster. He was born to Mr. and Mrs. Adolph Greenebaum on Feb. 8, 1903, in the little community of Chesaning, Mich.

He lived in Chesaning until he was 15, then moved to the "big city" of Saginaw.

Graduation from Saginaw High was followed by attendance at the U. of Michigan. From there, in 1925, he emerged with a BA degree. During his senior year at the university he was national president of Kappa Nu fraternity.

After graduation, he and a schoolmate toured Europe working as assistants for a newsreel company shooting footage on the continent.

His first real business experience was with his father in operation of a state-wide chain of men's clothing stores. He remained in the clothing business until 1938 when he left to enter the broadcasting field as part-owner and commercial manager of WBCM Bay City, Mich.

Mr. Greenebaum at that time was not a complete stranger to radio. In 1928 he served as m.c. for a weekly local amateur program sponsored by his clothing store and aired over WBCM.

Then, too, in 1935, he had filed his first application for what was later to materialize as WSAM. This application was not granted until 1940 because of litigation and frequent FCC hearings.

With the granting of WSAM, as a time-sharing station on and off the air four times daily, Mr. Greenebaum left his position as WBCM commercial manager and sold his interests in the Bay City outlet. He was going to devote his fulltime and energies to establishing Saginaw's first radio station.

A local company was formed and Mr. Greenebaum was elected president and did just

(Continued on page 84)

WREC

MEMPHIS NO. 1 STATION

RADIO IS TOPS FOR ADVERTISERS

SURVEYS SHOW

RADIO REACHES FARTHER;
RADIO DELIVERS MORE;
RADIO COSTS LESS-
Than ever before!

Figures show and advertising results prove, just as they do in most cities, that

IN MEMPHIS
RIGHT NOW

WREC

is a better buy than ever before in it's history. The advertiser gets more in coverage. More in prestige.

Since 1946

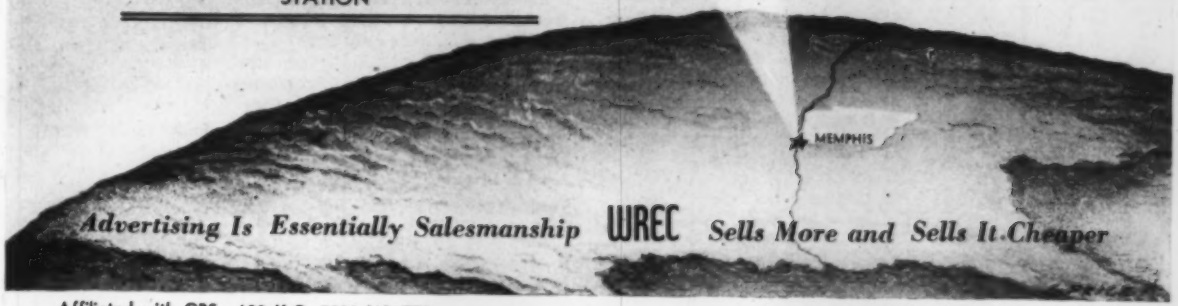
U. S. wholesale prices have gone up 65%. Charges of eight big magazines have gone up 47%. Those of 94 big city newspapers are up 24%.

WREC RATE, IN COST PER THOUSAND LISTENERS, HAS GONE DOWN 10.1% COMPARED WITH 1946.

	1946	1949
RADIO FAMILIES		
RADIO HOMES COVERED	404,560	448,890
BASIC HOUR RATE	$250.00	$250.00
COST PER 1000 HOMES	.61c	.55c

Figures Quoted Based on Latest Available BMB Measurements

WREC HOOPER RATINGS AVERAGE HIGHER THAN ANY OTHER MEMPHIS STATION



Advertising Is Essentially Salesmanship WREC *Sells More and Sells It Cheaper*

Affiliated with CBS—600 K.C. 5000 WATTS.

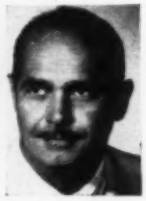
Represented by THE KATZ AGENCY, INC.

front office

GORDON J. LEWIS, president and general manager Biddeford Broadcasting Corp. (WIDE Biddeford, Me.), resigns. Mr. Lewis has been elected president Bell City Broadcasting Co., Racine, Wis., where he will handle duties of general manager at WRAC Racine. ARTHUR DETERS succeeds Mr. Lewis as president of Biddeford Broadcasting Corp.

JOHN PIVAL, program manager WXYZ-TV Detroit, named to newly created post of WXYZ-TV manager. PETER STRAND replaces him as program manager. Mr. Pival joined WXYZ in 1946 as a radio director. His new position will embrace sales responsibilities of the late LEONARD KAMINS, who died Aug. 2. Mr. Strand joined WXYZ-TV in September, 1948 as a director.

Mr. Strand



Mr. Pival

WALTER BROWN, sales service KLAC-TV Hollywood, to sales department, replacing LARRY BUSKETT, recently named sales manager KLAC-AM. DANIEL MILLER replaces Mr. Brown in sales service. FRANK SMITH, traffic department KLAC-TV, transfers to AM traffic department.

MORGAN RYAN, general manager WPTR Albany, N. Y., appointed vice president Patroon Broadcasting Co., owner of station.

LEAVITT T. POPE, administrative assistant to P. B. STEPHENS, business manager *New York News*, appointed assistant to G. BENNETT LARSON, vice president and general manager WPIX (TV) New York, owned by the *News*. Mr. Pope will relieve Mr. Larson of much of his office routine and will also assume some of functions formerly handled by JOHN McCLAY, previous director of operations who has resigned to join WCAU-TV Philadelphia.

GEORGE R. JENESON, in Chicago sales department WLW Cincinnati, appointed manager WOR-AM-TV New York midwestern sales office in Chicago, effective Aug. 27.

JACK DUNCAN, long-time radio veteran, named manager KNUJ New Ulm, Minn., replacing BERNIE YOUNG, resigned.

PAUL SENFT to Bolling Co., New York, as account executive. He was with BBDO.

EDWARD PETRY & CO., San Francisco, has new telephone number: YUkon 2-3631.

JIM TOWLE, WTAO Cambridge, Mass., to sales staff WCOP Boston.

ROBERT MEEKER Assoc., N. Y., named national representative for WHOP Hopkinsville, WPAD Paducah, and WSON Henderson, Ky., effective Aug. 15.

GUY POPHAM, KGBC Galveston, Tex., named to sales staff KLUF Galveston. He will also handle some announcing and news commentation.

ROGER RICE, national sales manager KING Seattle, named sales manager. ROBERT KILPATRICK, local sales staff, will supervise national sales.

JOHN D. HYMES, former manager WLAN Lancaster, Pa., and for many years head timebuyer of several large agencies, including Lord & Thomas and Biow Co., to Hurwick & Haller Inc., midwestern rug and carpet retailers. He will become part owner and operator of their store in South Bend, Ind.

PERRY NELSON, sales manager KFBK Sacramento, Calif., resigns to accept position as regional sales manager Fab-Spray Div., Henderi Inc., Sacramento.

Personals . . .

WORTH KRAMER, vice president and general manager WJR Detroi named radio committee chairman, and LEE B. WAILES, vice presiden Fort Industry Co. (WJBK-TV Detroit), named TV committee chairma for Detroit United Foundation Torch Drive, raising funds for 146 healt and community services in area. THOBURN (Toby) WIANT, publi relations director Young & Rubicam, Detroit, named co-chairman publi relations committee.

EDWARD LAMB, publisher *Erie Dispatch* and president WTOD To ledo, WTVN(TV) Columbus, Ohio and WCIU(TV) Erie, Pa., com missioned admiral of Flagship Fleet by American Airlines. . . . JOSEPH L. BRECHNER, general manager WGAY Silver Spring, Md won official Silver Spring song contest sponsored by local boar of trade with his "It's Spring in Silver Spring." . . . GEORGE P LEYDORF, vice president in charge of engineering WJR Detroit elected chairman of Communications Engineering Committee of Michigan Office of Civil Defense. He heads committee of 11 key technical engi neers, whose job it is to plan communications system for civil defens of Michigan.

EARL H. GAMMONS, vice president of CBS in Washington, named by President Truman as vice chairman, President's Committee on Nationa Employ the Physically Handicapped Week. . . . WILLIAM S. CHERRY Jr., president WNEW New York, and WPRO Providence, and operator of Cherry & Webb Stores of New England, confined to his home a North Farm, Bristol, R. I., with a slight chest condition. He is expecte to return to his desk in a few weeks. . . . A. E. JOSCELYN, CBS director of operations, Hollywood, and president Southern California Broadcast ers Assn., appointed broadcasting representative on Greater Los Angele Committee, American Relief for Korea Inc. Campaign gets underwa in late August.

BBC CHARTER DEBATE

See Advertising Definitely Ruled Ou

RENEWAL in altered form of the British Broadcasting Corp. charter which expires Dec. 31 was still under consideration in Parliament last week.

Although discussions were incomplete, it seemed certain that BBC will continue as a government monopoly and that there will be no commercial advertising whatsoever.

A panel known as the Beveridge Committee conducted an exhaustive examination into existing BBC operations and made recommendations for the new charter.

Debate in Parliament centered around the Beveridge Report, issued early this year, and around a government White Paper, issued in July. Actual debate on the charter renewal took place in the House of Commons July 19 and in the House of Lords July 25.

According to a despatch from the U. S. Embassy in London covering the debates, it would appear that:

● **There will be no competition permitted by any other sound or television organization; dangers inherent in a monopoly, especially a government monopoly were recognized but it was concluded that such was the best solution for Great Britain.**

● **Root and branch, the British are against commercial broadcasting. A few MP's argued that "it is unreasonable that radio should be barred for all time to legitimate advertising." The majority, however, was rigidly against radio advertising.**

● **Concerning finance, the government thought BBC should make a contribution to support rearmament and proposed that 15% be deducted from license fees paid by radio receiver-owners. Questions of the method of taxation made this a hotly debated issue.**

● **The government proposed to "de-Londonize" BBC by having regional councils (particularly in Scotland, Northern Ireland and Wales composed of men elected to borough councils, but largely because of local political aspects, this means of decentralization was abandoned.**

To Cite World Show

SINGLED out for its *Forces America* series, the World Broadcasting Co. will be cited for Americanism by the Veterans of Foreign Wars when the group holds its annual encampment in New York during the week of Aug 26. Commander-in-Chief Charles C. Ralls will introduce a resolution which attests to the organization's appreciation for air time donations.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPPESENTED BY DEVNEY

MORE THAN 12,000 Midwesterners packed grandstand at Illinois State fair to see WLS Chicago's *National Barn Dance*. More than three-fourths of million persons see program or its stars each year, and station claims its cast travels farther than any other radio group in the country.

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AUGUST 20, 1951

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HIS HONOR GETS SOME FIRST HAND "DERBY DOPE"

The Pushmobile Derby is held every year and the whole state turns out to enjoy it. This spirited event is sponsored by the Delaware Association of Police as part of their Youth Recreation and Rehabilitation Program. Each entrant must personally be responsible for the construction of his car to standard specifications.

Cooperating whole-heartedly with the DAP program, each year WDEL-TV sponsors an entrant. To further assist the program and all boys who enter, the WDEL-TV contestant* constructs his car on television on his own show, "Derby Dope." This year's entrant climaxed his series of weekly shows by having as his guest, Mayor James F. Hearn. The Mayor inspected the TV derby car and took this opportunity to issue the proclamation setting August 18, 1951 as Derby Day.

**WDEL-TV believes, as does the DAP, that boys are our most precious commodity, that each should have full opportunity to become a worthwhile citizen. Thus WDEL-TV selected this year as its entrant, Tommy Galitis, a recent Latvian refugee.*

WDEL-TV readily accepts its community responsibilities, is proud to present regularly many programs designed to aid, improve and enrich the lives of all its listeners.

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AUGUST 20, 1951

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SET SALES RALLY

Rise Is First Since April Downswing

TV SET sales are inching up.

After the most drastic summer slump in TV's five-year-old commercial history, dealers are beginning to see the sun shining behind the dark clouds of consumer indifference.

Optimism engendered by this first upward movement since sales plummeted last April was offset, however, by one Washington retailer, who claimed his sales are up 75% over same two July weeks:

"Sure sales are up. Why shouldn't they be? We're giving sets away."

He was referring to the spate of sales current these days as dealers clear inventory in preparation for new models already announced by such leading manufacturers as Philco, Motorola, and Crosley last week.

An RCA spokesman, in reply to inquiries about set sales, said last week:

"There has been a material increase in the volume of TV receiver sales in the last ten days to two weeks."

The "dislocation" of sales markets which was responsible for the piling up of radio and television inventories will diminish this fall—probably after Labor Day, the usually astute W. A. Blees, general sales manager of Crosley, predicted at his company's showing of its new line in New York last Tuesday.

Blees Predicts

Public confidence and the resumption of buying, Mr. Blees said, will result from several factors:

● The scare effect of the international crisis has quieted and the heavy purchasing that first accompanied it has now been "digested" by the public.

● The easing of Regulation W will make time-buying possible for an estimated 20% of the public whom the original credit controls affected adversely.

● Manufacturers will prod the tentative purchaser with strong promotional and aggressive advertising campaigns.

Reasons for the upward trend are many, but they are mainly due to:

(1) Clearances to reduce inventories before new 1952 models come on the market. These are primarily the "40% off" or the "1950 model 16-in. table for $99" type of sale.

(2) Recent Congressional legislation easing credit restrictions from These terms were enumerated for consumer durables in the Defense Production Act, signed by the President last month.

(3) Still-persistent fear in the public mind that the defense program will curtail output of TV sets this fall and winter. Use of critical metals in the military program could impinge drastically on radio-TV manufacture. At the same time, radio-TV manufacturers are having to devote more and more of their facilities to war contracts—although that isn't a major factor yet.

Fears that color-TV and the still continuing controversy between CBS and proponents of a compatible system would have an adverse effect on TV sales are pretty much dissipated. Dealers report that color doesn't enter into their customers' thinking at all right now.

Meanwhile, factory inventory remains at highest peaks. At the end of July, 770,000 TV sets were in factory warehouses, according to the Radio-Television Manufacturers Assn.

That doesn't count at least the same number, if not more, in distributor and retail channels, according to informed sources.

Production, in the meantime, has begun to move forward too.

Figures, compiled by RTMA, show that weekly production hit 50,000 the last week in July, compared to miniscule 8,000 produced during the first week of that month when most factories were closed for vacations.

For the whole month of July, 116,000 TV sets were produced, compared to the all-time high of 875,000 last March—the period when manufacturers were pushing out all the TV sets they could in anticipation of cutbacks due to the military program.

For first six months of 1951 dealers bought 2,470,954 TV sets, RTMA reported last week in its county-by-county tabulation of set shipments. This compares to 2,612,000 shipped the first six months

(Continued on page 78)

RCA COLOR PLANS

Sarnoff Tells Next Steps

FIELD tests of RCA's all-electronic, compatible system of color television will be resumed Sept. 10, with the general public invited to view the programs as received on RCA colorsets installed in New York's Center Theatre, Brig. Gen. David Sarnoff, RCA board chairman, announced Wednesday. Tests are part of a continuing program of color video research—chiefly, he said, now on production design—which will lead to an eventual application to the FCC for authorization of commercial operation of color telecasting by a compatible system, Gen. Sarnoff said.

Gen. Sarnoff

At the same time he disclosed that RCA will demonstrate large-screen theatre color television in a New York theatre before the end of the year. It will be the same basic system as is utilized in RCA black-and-white theatre TV installations, he said, with the addition of apparatus needed to receive the telecast pictures in full color. The new equipment is "completely compatible," he said, with color easily added to RCA monochrome theatre TV systems.

Gen. Sarnoff made these announcements at a news conference held in the RCA board room following his return from a two-month European tour (see story this issue). Despite the FCC award of commercial operation to the CBS non-compatible color system, he said that RCA is continuing its own program of color research and development and is also cooperating with other members of the TV manufacturing industry to reach an agreement on industry standards for compatible color television.

The FCC, Gen. Sarnoff explained, is interested in standards, not systems, and if any system meets the Commission's specified standards of operation, it is eligible for approval. No date has been set for an application for approval of a compatible system but it "will be sometime within the next six months," he declared. The application might be filed by RCA alone or in the name of the entire TV industry, he said.

Set-Owners Factor

Unless the interests of the 15 million TV set-owners (at that time), are completely disregarded, the Commission will have to give its approval to commercial operation with a compatible color system, Gen. Sarnoff stated. He added that he did not expect the set-owners' interests to be disregarded.

Denying that such approval would make TV colorcasting under dual standards inevitable, he said that "the Commission can make a right decision as well as a wrong one," but he voiced a "willingness and anxiety to meet the competition" and let the public view both systems side by side and make its own decision as to which is better.

Resumption of the RCA color field tests next month will give the general public its first large scale opportunity to see this system of color TV. Only previous public showing of the RCA color system with its tri-color tube receiving colorcast programs was held early in 1950 at a home exposition in Washington. New York demonstrations, July 9-13, were limited to viewers from the press and the radio-TV industry [BROADCASTING • TELECASTING, July 16]. The test starting in September probably will extend to the end of the year, Gen. Sarnoff said. He expressed doubt that FCC would be asked to approve commercial operation before the end of that time.

The demonstrations will be extended from New York to other cities as rapidly as possible, Gen. Sarnoff said, explaining that the chief limiting factor is lack of a sufficient number of color receivers. He named Washington, Philadelphia, Boston, and Chicago as cities whose people will probably get the first chance to look at color TV via the RCA system. Programs will originate in New York and will be transmitted elsewhere via regular TV network facilities, he said.

TV and Radio: The People's Eyes and Ears . . . . . *An Editorial*

AFTER MUCH DEBATE, not all of it particularly illuminating, the Senate has voted contempt citations against two Kefauver committee witnesses who refused to testify in the presence of radio, television and other news media. Assuming the cases go to court, it is obvious that some kind of legal precedent will be set regarding the place of radio and TV in Congressional and other public procedures.

The court will not have an easy job to prune away the underbrush of irrelevant comment in the Senate record on this subject and get at the facts of the case. Our own view is that neither television nor radio has created the problem involved here. Each has simply illuminated problems that exist independently of television and radio.

One of many articles and speeches inserted in the *Congressional Record* during the Senate debate over the contempt citations was a piece written for *The Atlantic* by Thurman Arnold, former U. S. Assistant Attorney General and now a practicing attorney in Washington. Under the title, "Mob Justice and Television," Mr. Arnold expressed the fear that TV would transform Congressional hearings into public inquisitions and, in so doing, to deliver the responsibilities of judicial judgment to the American housewife, an unstable creature of doubtful wit and simmering violence.

It is somewhat astonishing to find Mr. Arnold suggesting that to date few such instances of Congressional excess have occurred and that others are threatened now only because of television. Mr. Arnold has enjoyed unusual opportunities—before television—to observe the work of Congressional committees at first hand; in fact, the Dies Committee was in full cry when he was Assistant Attorney General.

Does Mr. Arnold believe there is more merit in an inquisition conducted before a small audience, particularly when the former is widely reported in the press?

Assume that nowadays a certain Senator X, during a telecast hearing, confronts a witness with a series of browbeating questions that cannot be answered without the implied admission of guilt, however undeserved. It is true that this would be an offense against the dignity of the proceedings and the rights of the witness. Would television have committed the offense? It seems to us that Senator X would be the culprit.

Is there reason to hope that the reputation of the squirming witness would be protected if television and radio were excluded from the room? History discourages such optimism.

Unless Senator X were unique among his colleagues, he would not be apt to take pains to conceal the fact that he had brought a witness to bay. Even if *all* media had been kept out of the hearing, newsmen would find it almost impossible not to receive a "leak" of information on which to base their stories.

The hazards of the "leak" system of news coverage, an art that flourishes in Washington, are obvious. It substitutes hearsay for personal observation and thus aggravates the risk of error or distortion in covering news.

Compare the "leak" system to television.

The television camera is mercilessly truthful. It does not insert an interpreter between the public figure and the public. Its multidimensional impartiality is unrivaled by any other kind of reporter, man or machine.

Radio does not have the 20-20 vision of TV, but its ears are just as good.

By these arguments it seems clear that it would not be in the interest of accurate news reporting to exclude television and/or radio from public hearings.

Nor would the rights of a witness be more protected in newspaper accounts (some of them flavored by deliberate editorial slanting) than in broadcasts of the actual testimony.

If mob action ever were to result from such a procedure, it should have been aroused by the Kefauver hearings. Two characteristics that are not likely to be repeated were present in the Kefauver television audience.

First, most people in that audience, never having seen a Congressional committee in action before, were too intrigued by the physical phenomenon of seeing one to think very penetratingly at the time about what was going on. Second, the majority of the audience must be presumed to have already made up its mind and prejudices about many of the witnesses before it ever saw them.

The Kefauver TV audience, therefore, was unusually stimulated by the novelty of its experience and by its almost unanimous dislike for the witnesses it saw. Contrary to Mr. Arnold's fears, however, no mob action resulted. A third element necessary to mob reaction was missing.

A mob is composed of a great many people *gathered together*, and mob action results not only from the stimulating force that assembles the crowd but also, and perhaps more directly, from the transmission from one person to another within the crowd of an excitement that becomes intensified as it is communicated.

The television audience is not a mob. It is a collection of individuals, most of them sitting peaceably in their own living rooms, *independently* observing an event and forming *independent* opinions about it. A majority may emerge from the experience with the same general opinion, but that does not mean that a mob has been created or that mob action is likely to ensue.

It seems to us that Mr. Arnold and others of similar mind have their targets mixed when they question the virtue of broadcasting public legisaltive hearings by television or radio. What they really must be worrying about is the conduct of legislative committees in general, whether televised or not.

Their worry on that point may be justified, but we suggest that the broadcast media, especially TV, should give them hope instead of adding to their despair.

The unique accuracy of the television camera offers a chance for future improvements in Congressional procedures, providing we are right in refusing to believe that the American electorate is composed largely of boobs. The camera will enable the voter to make sounder judgments of his elected representatives than can be made by any other means short of personal acquaintance, especially after the novelty wears off and the audience becomes more sophisticated.

It took considerable effort on the part of a lot of people to remove lawmaking from the inaccessible throne room and install it in the public meeting-house.

We don't think the descendants of those people wish to put it back.

THIS PICTURE was published in BROADCASTING • TELECASTING *last April 2 as a contradiction to arguments, raised during the Kefauver hearings, that television made a circus of the hearing. We reprint it now because the same charges came up during Senate debate over contempt citations for two Kefauver hearing witnesses. Television is circled in the picture. All the other paraphernalia (including bothersome kleig lights and flashbulbs) belong to other media. If any instrument is to be kicked out of future hearings because of its distracting influence, it should not be TV, the most mannerly device of all.*

HEARING COVERAGE

Court Ruling Asked

CONGRESS hopes that the courts will be able to throw light on where news media stand in the coverage of Congressional hearings that are open to the public.

In a step toward getting court action, the Senate Aug. 10 voted to uphold contempt citations of two TV-radio-newsreel shy witnesses who refused to testify before the Senate Crime Investigating Committee [BROADCASTING • TELECASTING, Aug. 13, 6].

U. S. District Attorney George Morris Fay received the citations last Tuesday and said his office must see whether it is necessary to review them and must decide when to present the material before the grand jury.

"It may be a matter of weeks or longer since there may be legal questions involved," Mr. Fay said.

The Senate has voted 38 to 13 to reject Sen. Harry P. Cain's (R-Wash.) motion that the Senate reverse itself and "reconsider" the citations which the chamber had voted against the two men.

The witnesses are Louis Rothkopf and Morris Kleinman of Cleveland, who refused to testify before cameras and microphones for radio, television and newsreels.

There is speculation that the court may find it necessary to decide what part radio plays in the coverage of open hearings. When the witnesses refused to testify before TV, the crime committee's chairman, Sen. Estes Kefauver (D-Tenn.), who since relinquished his chairmanship, offered to "turn off" TV and in fact, this was done. However, radio and newsreel cameras were permitted but the witnesses still objected. When they steadfastly refused to testify, the committee recommended they be cited for contempt.

Heated Senate Debate

During Senate floor debate, which grew heated at times, Sen. Cain labeled the crime committee a Congressional "vaudeville show" and suggested that TV may have made a "headline hunter" out of Sen. Kefauver.

He noted that Sen. Kefauver had advocated an 11-point proposal to govern telecasts of witnesses before Congressional committees. Methods of the crime group, he said, show little similarity to Sen. Kefauver's "sensible and worthwhile proposals."

He also noted that Sen. Francis D. Case (R-S. D.) had proposed banning television, radio and photographs of any kind in Congressional hearings while a witness is testifying.

Senate Majority Leader Ernest W. McFarland (D-Ariz.) said he wanted it clear that the vote did not mean that all Senators "favor the use of television or radio by committees or favor compelling witnesses to be televised or to have their remarks broadcast . . . the only way we can get the courts to pass upon the question is to vote for contempt proceedings."

Sen. Cain retorted that Sen. McFarland was correct in his impression, "providing the Senate and the House . . . see fit to duck a clear responsibility which falls on the Congress. . . ."

Sen. McFarland conceded the question could be settled by a rule but pointed out the court might still find a man not in contempt if the witness refused to testify while being telecast or his remarks broadcast.

Sen. Cain emphasized that until the Senate decides to have its sessions reported by TV, radio and newsreels, it has no right to demand that witnesses before committees "be exposed to these pressures which we do not permit to be imposed upon us."

Joining in the debate, Sen. Alexander Wiley (R-Wis.), a member of the crime committee, said, in reference to the hearing in question: "No invasion of these men's rights was involved, and I think a court investigating the record will find that on its face it was very apparent that these men used their objection to television as a smoke screen or camouflage. . . ."

Sen. Kefauver, defending the action of his committee, said "television has been the greatest single educational arm available. . . . I am satisfied that television is going to play a vital role in many future committee hearings, but with appropriate safeguards."

Senate's function, he said, is to see that the telecasting of hearings be used constructively. "We must

(Continued on page 78)

TV TERRITORIES

No Barriers Seen To Thaw

(See DuMont story page 25)

LOOK for the opening of U.S. territories to TV, as the next step in the unthawing of the freeze.

FCC always has had a yen to permit TV stations to go on the air in U.S. territories because there are no problems of intereference to hold up the unfreezing of Alaska, Hawaii, Puerto Rico and the Virgin Islands.

Only legal problem—a counter-proposal by Pacific Video Broadcasting Co. that Honolulu Channel 7 instead of Channel 2 be reserved for educational TV—was eliminated last month when the Joint Committee on Educational TV concurred in the recommendation.

FCC's allocation plan proposes VHF-only wavelengths for the territories, assigns 20 such channels to Hawaii, 19 to Alaska, nine to Puerto Rico, and three to the Virgin Islands.

Before the FCC can give the green light to U. S. possessions, it must be certain the proposed TV engineering standards are going to be accepted by the industry.

There doesn't seem to be much doubt about that now.

At the present time, there are no applications for any city outside the U. S., but there is no doubt there will be applications as soon as the Commission gives the okay.

Meanwhile, FCC attorneys and engineers have gone back to normal routine—following grants of special temporary authority to 41 stations to hike transmitter powers to 5 kw or 500 w in case of community stations [BROADCASTING • TELECASTING, Aug. 13].

Still pending are requests from WABD New York, KTSL Los Angeles, KRON-TV San Francisco, WBEN-TV Buffalo, WTTV Bloomington, Ind. All, except WABD, have to get changes of transmitter locations approved before they can get STAs to boost transmitter power to rated output. WABD's increase is being held up while FCC engineers study the interference that a more powerful Channel 5 signal would give to Channel 6 used by WNHC-TV New Haven.

Request that the FCC hold open final determination of the reservation of Denver's Channel 6 for educational TV was made last week by the Adult Education Council of Denver. It implied there might be a question whether educational TV channel is necessary there.

To Investigate

Council informed the FCC that it had appointed a committee to investigate the "needs, procedures, financing and operational requirements" involved in establishing an educational TV station.

It asked that the channel be held open "until a decision may be reached as to whether a cooperatively operated educational TV station is most desirable or whether it is better to cooperatively program educational telecasts through the facilities of commercially operating stations. . . ."

Educators added: "The original comment and this amendment should not be construed as any reflection upon the radio stations of the City of Denver who have cooperated admirably in servicing educational program needs . . . "

San Francisco's KPIX (TV) asked FCC last week to boost transmitter power from 4.9 kw to the 5 kw permitted, thus increasing effective radiated power from 29.9 kw to 30.55 kw.

MEDIA 'BLACKOUT'

Newsmen Hit Crime Group

BEVY of protests from radio followed a radio-TV-newsreel "blackout" by the Senate Crime Investigating Committee last Wednesday when a witness balked at full media coverage.

The action came on the heels of Senate citing for contempt two witnesses who refused to testify before the committee because of the media (see adjacent story).

The witness Wednesday was Irving Sherman, a New York attorney. His counsel protested that cameras and microphones would make Mr. Sherman part of a "spectacle." The flare-up came as the committee resumed hearings in Washington on New York's criminal operations. Also objected to was witness giving services to media "for commercial purposes."

The counsel, Louis Waldman, said radio-newsreel operations would undermine "calmness, clarity and serenity" needed for Mr. Sherman's presentation. The committee, under direction of Chairman Herbert R. O'Conor (D-Md.), then ruled out radio and newsreels. TV was not there since networks' pooling arrangements fell through because of costs, time clearances and other difficulties. News reporters were permitted at the hearing.

Big blast from radio was registered with Sen. O'Conor by the Radio Correspondents Assn.'s executive committee which called the limitation "arbitrary" and "a form of discrimination against certain news media and a threat to all media under our democratic traditions of freedom of the press." It asked the crime group to "reconsider" its action.

Cite Equality

If accepted that coverage by one media "should make a witness a part of a spectacle is to say . . . any news coverage of a public hearing makes a witness part of a spectacle." All news media should have equal access, the radio correspondents added.

Other protests, upholding the correspondents group, came from ABC, NBC and CBS Radio, as well as from Ben Chatfield, WMAZ Macon, Ga., president, National Assn. of Radio News Directors.

Networks generally carried portions of the hearings by broadcasting special recorded highlights, including explanations of the Sherman incident.

Official reaction was not expected until the full committee studies the protests during closed session. However, a spokesman said some staff members were in favor of hearings open to all media. But another spokesman added, "we are in a dilemma you know. We must get testimony if at all possible."

New CBS television s
equipped b

studios

Complete studio facilities — including 4 camera channels — installed in record time of 18 days!

by GENERAL ELECTRIC !

Master Control is extremely versatile. It will accept as many incoming signals as would be required in any studio installation, and will also fade or switch any of these signals to multiple outputs.

There's plenty going on at Electronics Park these days—in research and manufacture for VHF, UHF and color TV. You're invited to come up and see what we've got before you buy any station equipment. For information and appointments, call the G-E office near you.

HANDY LEAFLET-SIZE BROCHURE

A card to us will bring you a copy of this brochure, which describes the complete line of G-E television broadcast equipment. Write to General Electric Company, Section 561-20, Electronics Park, Syracuse, New York.

GENERAL ELECTRIC

It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 500,000 viewers.

No wonder Toledoans are climbing aboard at a lively clip. Sets sales now stand at . . .

125,000 . . . 13

And—as an added attraction, remember WSPD-TV bonus coverage in Northwestern Ohio and Southern Michigan.

There's still a spot for you. Why not climb on, too? Katz has the story. Get it today.

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Four Stations Se Rate Changes

(Report 177)

WPIX (TV) New York announced Rate Card No. 4 last Tuesday, with a 25% increase in A and B time, while Class C time remains the same. Increases will be effective Sept. 15, although schedules contracted for prior to that date will retain present rates for 26 weeks after the change is made.

Under the new rates, Class A time—from Sunday through Saturday, 7-10:30 p. m.—is increased from $1,200 to $1,500 for one hour's broadcast. Class B time — Sunday through Saturday, 5:30-7 p.m. and 10:30-11 p.m. and Sunday noon to 7 p.m.—is increased from $900 to $1,125. Half-hour rates will be stepped up for Class A from $720 to $900; for Class B, from $540 to $675. Rates for 15 minutes of air time will rise from $480 to $600 for Class A; from $360 to $450 for Class B.

"Even at the new rates, an advertiser buying A or B time on WPIX can reach New Yorkers 26% cheaper than a year ago," Sales Director John F. Noone said. "And for C time, he gets a 64% better buy."

* * *

WTTG (TV) Washington, DuMont owned and operated outlet, will issue Rate Card No. 7 Sept. 10, according to General Manager Walter Compton. It will set Class A hourly rate at $600 and the Class A spot announcement at $100.

In his announcement, Mr. Compton noted that the number of telesets in the greater Washington area is now close to the 300,000 mark "and probably will exceed that figure within the next several months." He asserted set circulation has increased more than 75% since issuance of its number six rate card a year ago, while WTTG's new rates represent a 33% increase in the Class A hourly rate.

* * *

ABC'S WENR-TV Chicago will raise rates effective Sept. 1, with Class A time going to $1,500 per hour and spot announcements to $300 each, ABC Central Division Vice President John H. Norton Jr. has announced. Move is attributed to mounting number of sets in the area and higher operating costs. Sets in Chicago area went from 627,000 a year ago to 888,034 last March, when WENR-TV last raised rates, and are expected to reach about 1,000,000 by Sept. 1, Mr. Norton said.

* * *

A REVISED rate card, effective Aug. 15 instead of Aug. 1 as originally announced, has been issued by KRON-TV San Francisco. Class A one-hour rates range from $480 to $600, Class B from $360 to $450, and Class C from $240 to $300. Spot announcement rates range from $40 to $120 depending upon class and number of times used.

'Toast' Leads Trendex Report

ED SULLIVAN'S *Toast of the Town* led all sponsored network evening TV shows for the week of Aug. 1-7 in Trendex ratings released last week.

Following are the top 10 TV shows based on one live broadcast:

1.	Toast of the Town	39.2
2.	Godfrey's Talent Scouts	31.1
3.	Danger	25.8
4.	Somerset Maugham Theatre	25.2
5.	What's My Line?	24.8
6.	TV Playhouse-Philco	24.7
7.	Fireside Theatre	23.0
8.	Ford Festival	22.4
9.	Rocket Squad	22.3
10.	TV Theatre-Kraft	22.1

* * *

National Ad Service Surveys College Students

MORE THAN an eighth of college students (13.1%) own TV sets at college and twice that number (25.9%) look at one or more programs regularly at college, according to a survey conducted by National Advertising Service, college newspaper representative. A total of 2,201 students at 25 colleges in 21 TV areas completed the questionnaire.

Time spent watching television each week by students was broken down as follows:

52.6% spent no time, 36.3% spent under 5 hours, 6.0% spent 5 to 10 hours, 1.9% spent 10 to 15 hours, 0.9% spent 15 to 20 hours, 0.5% spent more than 20 hours and 1.8% did not answer.

Weekly Television Summary — August 20, 1951 — Telecasting Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	8,600
Ames	WOI-TV	60,331
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	307,615
Binghamton	WNBF-TV	41,300
Birmingham	WAFM-TV, WBRC-TV	57,400
Bloomington	WTTV	16,800
Boston	WBZ-TV, WNAC-TV	747,000
Buffalo	WBEN-TV	209,565
Charlotte	WBTV	84,413
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	937,965
Cincinnati	WCPO-TV, WKRC-TV, WLWT	300,000
Cleveland	WEWS, WNBK, WXEL	486,491
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	125,720
Davenport	WOC-TV	59,506
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	205,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	604,293
Erie	WICU	61,475
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	125,720
Grand Rapids-Kalamazoo	WLAV-TV	146,181
Greensboro	WFMY-TV	71,721
Houston	KPRC-TV	84,129
Huntington-Charleston	WSAZ-TV	48,000
Indianapolis	WFBM-TV	168,250
Jacksonville	WMBR-TV	35,000
Johnstown	WJAC-TV	103,629
Kalamazoo Grand Rapids	WKZO-TV	146,181
Kansas City	WDAF-TV	127,170
Lancaster	WGAL-TV	106,352
Lansing	WJIM-TV	55,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	1,002,000
Louisville	WAVE-TV, WHAS-TV	
Memphis	WMCT	
Miami	WTVJ	
Milwaukee	WTMJ-TV	
Minn.-St. Paul	KSTP-TV, WTCN-TV	
Nashville	WSM-TV	
New Haven	WNHC-TV	
New Orleans	WDSU-TV	
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,435,000
Newark	WATV	
Norfolk	WTAR-TV	
Oklahoma City	WKY-TV	
Omaha	KMTV, WOW-TV	
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	
Phoenix	KPHO-TV	
Pittsburgh	WDTV	
Providence	WJAR-TV	
Richmond	WTVR	
Rochester	WHAM-TV	
Rock Island	WHBF-TV	
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	
San Antonio	KEYL, WOAI-TV	
San Diego	KFMB-TV	
San Francisco	KGO-TV, KPIX, KRON-TV	
Schenectady Albany-Troy	WRGB	
Seattle	KING-TV	
St. Louis	KSD-TV	
Syracuse	WHEN, WSYR-TV	
Toledo	WSPD-TV	
Tulsa	KOTV	
Utica-Rome	WKTV	
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	
Wilmington	WDEL-TV	

Total Markets on Air 63 — Total Stations on Air 107 — Estimated Sets in Use 13,199,

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

helpful hints to advertisers not yet in television

If TV sales results have slanted your thinking towards television advertising, you'll be even more interested when you remember that . . .

You can do better with Spot.

These are *Spot programs* we're talking about. Live programs or film programs. Daytime shows or evening shows. Once-a-week telecasts or strips. With *Spot programs*, you can do better in television—in so many ways:

> ***You can get started so easily***—with *Spot programs.* There's none of that business of minimum station requirements or "must" stations. Your distribution and your budget shape your *Spot program* market line-up.
>
> ***You get better picture quality,*** for live shows or film are generally superior to kinescope recordings.
>
> ***You get complete station cooperation*** . . . find stations clear time more readily because stations net more when a time period is sold for a *Spot program* than for a network show.
>
> ***You get all this—at no extra cost.*** For compared to network rates, Spot rates are generally lower for the same time period, over the same stations. The savings are more than enough to pay for the extra film prints and their distribution.

Can you really look into television without looking into these advantages of *Spot programs?* We don't think so either. Which leads us to one final, practical hint: Call a Katz representative and get the full story on *Spot program* advertising. You may discover that you're closer to television than you think, because in television . . .

you can do better with Spot. Much better.

THE KATZ AGENCY, INC. *Station Representatives*

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY

HE'S HOOKED UP TO A BIG ONE!

Yes, he's hooked up to more than 83,000 TV homes — he's a wise time buyer who knows that KOTV reaches the heart of the Oil Capitol's Multi-million Dollar market. He also knows that KOTV's afternoon shows, Lookin' at Cookin'; and Matinee Showcase are good spot participation programs. You'll make a good "catch" if you use KOTV, Tulsa's only TV station. (NBC, CBS, ABC, DuMont)

Channel 6
First in Tulsa

KOTV

Cameron Television, Inc.
302 South Frankfort
Tulsa, Oklahoma

Represented Nationally by
EDWARD PETRY & CO.

DENVER THEATRE TV

Planned by Fall

TV MAY COME to Denver this autumn—but it won't be broadcast TV.

It will be theatre TV.

Plans are already in motion by Wolfberg Theatres Inc., owner of a chain of theatres in the Colorado capital, to tap the transcontinental microwave, and give the populace their first view of regular TV. At the present time, there is no TV in Denver.

Not only special events are envisaged, but also regular network commercial schedules.

Downtown 1,500-seat Broadway Theatre will be equipped with General Precision Lab's film storage system in two or three months, General Manager John Wolfberg told BROADCASTING • TELECASTING last week.

Within six months a second installation will be ordered for the 2,100-seat Paramount Theatre, which the Wolfberg interests are taking over. Whether that, too, will be film storage or instantaneous has not been decided yet, Mr. Wolfberg said.

If theatre TV is a success in those two theatres, it will be extended to four drive-ins owned by the theatre chain. That would make a total of 15,000 seats for TV in Denver, Mr. Wolfberg pointed out.

Wolfberg interests are associated with Denver Mayor Quigg Newton and Broadcaster-Publisher Gifford Phillips in a TV application for that city. Mr. Phillips owns KGHF Pueblo and publishes several weekly newspapers in the Rocky Mountain area. Mr. Phillips already is a TV applicant for Denver, but will integrate his application with that of the new company —to be called Denver Television Co.

Chagrined broadcasters in Denver have been foreclosed from TV because of the three-year-old FCC freeze. There are eight applications for TV in Denver—including those from the following broadcasters: KLZ, KMYR, KTLN, KFEL. FCC proposes to allocate 4 VHF channels (one reserved for non-commercial use) and two UHF channels to Denver.

Coast-to-coast TV is due to be inaugurated Sept. 30 [BROADCASTING • TELECASTING, Aug. 13]. Mr. Wolfberg hopes he may be able to inaugurate Denver TV with the World Series.

Advertisers Like Idea

Advertisers seem to like idea of having their shows seen in Denver, Wolfberg said. He has already approached the networks. Network officials haven't committed themselves yet, but their initial reaction is that there's no reason why an "affiliation" can't be arranged, according to Wolfberg.

Use of the film storage system of theatre-TV will permit the Broadway to schedule its TV programs into its present film operations, Wolfberg commented in giving the reasons why he picked a delayed system. Paramount Television Inc., subsidiary of Paramount Pictures Inc., also has a similar film system.

In a film-storage system, TV programs are filmed off the kinescope, run through regular motion picture projector at the convenience of the theatre.

Denverites saw color TV May 14-18 when CBS demonstrated its field sequential system in that city [BROADCASTING • TELECASTING, May 28].

'Toast' Resumes

CBS-TV network's *Toast of the Town* (Sun. 8-9 p.m.), sponsored by Lincoln-Mercury, will resume Sept. 9 with the first of two installments of "The Oscar Hammerstein Story." Emcee Ed Sullivan, believing that the show's variety format will be heightened by addition of a story line, has, with Mr. Hammerstein, evolved the lyricist's story from 1917 to date. Some of Broadway's top names will help in its singing and telling.

ROOSEVELT GROUP

Making Miami Bid For Station

TV STATION in Miami is the object of Miami TV Inc., incorporated last week in Florida, with Elliott Roosevelt, son of the late president, as president of the firm. Other incorporators are former Georgia Gov. E. D. Rivers Sr., chairman; Milton M. Ferrell, Miami attorney, vice president; Dr. Robert M. Oliver, Miami and Coral Gables physician, secretary-treasurer. John Roosevelt, associated with his older brother in the radio-TV package firm of Roosevelt Enterprises (mainly Mrs. Roosevelt's programs), will be a member of the board.

Messrs. Rivers, Ferrell and Oliver already are associated in a group seeking FCC approval to purchase WMIE Miami (10 kw on 1140 kc) from Arthur B. McBride and Daniel Sherby. But that application is delayed pending FCC clarification of the status of WMIE's transfer of ownership to Messrs. McBride and Sherby, both of Cleveland. Mr. McBride figured prominently in recent Kefauver Crime Committee hearings as owner of Continental Press race news service. The FCC set aside an examiner's recommendation approving the transfer of WMIE after the allegations had been aired by the Kefauver Committee [BROADCASTING • TELECASTING, June 4].

Mr. Rivers recently sold WGOV Valdosta, Ga., to his son, but still owns WOBS Jackson, Miss., and WLBS Birmingham, Ala. His son, E. D. Rivers Jr., owns WJIV Savannah, Ga.; WEAS Decatur, Ga., and KWEM E. Memphis, Ark.

Roosevelt-Rivers application makes six applicants for Miami's two remaining VHF commercial TV channels. Other applicants are WGBS, WIOD, WQAM, WINZ and WKAT. Lindsey-Hopkins Vocation School, operators of noncommercial FM station WTHS, has applied for the proposed noncommercial Channel 2.

In a statement Aug. 13, Elliott Roosevelt stressed the local nature of the proposed TV operation.

"We think the local advertisers on TV throughout the United States have been getting a rather rough time of it," he is quoted as saying. "We plan to have a large amount of public service programs, to seek maximum audience appeal and to price it so as to make it available to local advertisers." Mr. Roosevelt has established his home in Marathon, on the Florida Keys.

JAPAN NETWORK

Seen by Mundt Within Year

NETWORK television comprising over 20 stations which would operate by relays rather than coaxial cable may be a reality in Japan within the next year, Sen. Karl E. Mundt (R-S. D.) said last Monday.

Sen. Mundt estimated the entire cost for 22 stations at $4,670,000, which he said would be underwritten by Japanese businessmen. The Voice of America and other groups would be permitted to purchase time on the TV network, he added.

Reveals Publicity

In revealing publicly for the first time what he had disclosed to BROADCASTING • TELECASTING exclusively last month, Sen. Mundt noted that a similar television network is contemplated for Turkey and possibly Greece and other countries vital to U. S. interests. He indicated last week that the Japanese project stood a better chance of being galvanized into reality before the Turkish venture, of which he has made a diligent study.

The Asia plan was originally tipped off last month by Sen. Mundt, who said he had conferred with Japanese communications officials when they visited the United States. They also conferred with eastern commercial telecasters and broadcasters about the TV plan and the feasibility of commercial radio advertising in that country [BROADCASTING • TELECASTING, July 30, 23].

Something Special

in Philadelphia Television!

THERE'S "Something Special" on WPTZ, Philadelphia's first television station, every Monday, Tuesday and Thursday afternoon from 2:30 to 3:00 o'clock.

It's just what the name implies—"Something Special" in television programming for the thousands and thousands of ladies among the 865,000 television homes that regularly turn to WPTZ for the finest in music, news, drama and entertainment.

The program is conducted by Eleanor Glenn, a new and excitingly adult personality who just seems to know what her audience wants to see and hear. Her subjects range from money, child psychology, the history and romance of foods to the living habits of ball players' wives.

Whatever the topic, you can be sure Eleanor Glenn will have the right guest and material to make the program "Something Special" for her television audience.

And whatever your product, particularly if you're trying to reach women buyers, you can be sure WPTZ's "Something Special" is the place to advertise it.

"Something Special's" audience doesn't want merely to be entertained; it tunes to this program because it wants to watch and remember the things it sees and hears. It will watch and remember your sales messages on "Something Special".

If you want to reach women buyers in the huge Philadelphia market, "Something Special" is the program you especially want to hear about. For details on reaching this pre-sold, pre-conditioned audience on WPTZ, give us a call, or see your nearest NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Bldg. • Phila., Penna.
Telephone LOcust 4-2244

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC
TV-AFFILIATE

A
TEL RA
EXCLUSIVE
for
TV
SPORTS!

NATIONAL PRO HIGHLIGHTS

Action highlights from the six professional football games played each week across the nation. 13-week presentation—first release week beginning Sept. 24th. Commentary by award-winning Harry Wismer. Time: 30 minutes. "National Pro Highlights" is an exclusive with Tel Ra Productions for the third consecutive year. Used with great success by the country's foremost sponsors and stations. Tops for intense TV market penetration!

WRITE! PHONE! WIRE!

Audition prints supplied on request!

TEL RA
PRODUCTIONS
1518 Walnut Street
Philadelphia 2, Pa.
PHONE
KIngsley 5-8540

CBS DAYTIME

Big Sales Drive Underway

WITH its nighttime schedule approaching the sold-out level, CBS Television last week launched a big push to sell daytime TV.

A 55-page presentation circulated to advertisers, agencies and CBS-TV stations noted that the number of daytime TV advertisers jumped from one in June 1950 to 21 a year later, and admonished advertisers to act promptly and get "a valuable daytime television franchise.

"From a commercial standpoint," the booklet observed, "daytime television is now in about the same relative position as nighttime television was a year and a half ago."

Prepared by Gordon Hellmann, director of sales presentations for the CBS Television Div., the booklet is entitled "Five Big Reasons For Getting Into Daytime Television . . . Now." Unveiled to newsmen at a luncheon Monday by Arthur Duram, CBS-TV assistant sales manager, it shows that, on the basis of fall orders, only three Monday-through-Friday strips, two Monday-Wednesday-Friday strips, and two single quarter-hours remain available without competition in the 12 noon to 5 p.m. period.

Stations Survey

It notes that a CBS-TV survey of the 107 U. S. stations showed 70 are now starting operations by noon, Monday through Friday, and that by fall the number will increase to 99, with 64 programming by 10 a.m. A year ago, 18 stations were on the air by noon.

The "five reasons" for getting into daytime TV are listed as:

(1) To keep ahead of your competition; (2) to deliver your sales messages to large housewife audiences; (3) to deliver these messages at low cost-per-thousand; (4) to profit by the proven sales impact of daytime television; (5) to get a valuable daytime television franchise.

In all, the booklet says, "47 big advertisers have used daytime network television during the past season or are starting this fall." On CBS and NBC, it is noted, Procter & Gamble will have boosted its use of daytime TV from five quarter-hours a week last December to 23 by Sept. 1.

In one year, it is pointed out, the average percent of TV sets tuned in between 1 and 5 p.m., Monday through Friday, has gone from 8.3 to 15.6, with an Advertest survey in the New York market in May showing that the average adult female viewer watches TV for 10 hours a week (Monday-Friday). Further, the booklet reports, the average number of sets in use between 1 and 5 p.m. gained 381% between March 1950 and March this year, compared with a 156% gain in the number of sets outstanding.

The booklet asserts that "advertisers can sponsor a multi-weekly daytime show on a once-a-week nighttime budget," and cites Nielsen Television Index figures to show that, on a five times a week daytime basis, the advertiser averages "an unduplicated audience two and one-half times as big as his average audience for a single day."

Cite Magazines

Already, it is noted, some daytime TV advertisers are reaching viewers at lower costs-per-thousand than they can get in four leading women's magazines. As of March, Procter & Gamble's *Garry Moore Show* delivered viewers at $2.03 per thousand; participating sponsors' *Homemakers Exchange* at $2.77, and Hudson Paper's *Bride and Groom* at $3.80. By comparison, the average cost per thousand noters for full-page black-and-white ads in four women's magazines (*Woman's Home Companion, Good Housekeeping, Ladies Home Journal, and McCall's*) was placed at $3.57 for this year and projected to $3.83 for 1952.

Claiming that for fall CBS-TV "has the biggest daytime lineup in fall television," the booklet cites the following available package shows:

"Garry Moore Show"; "Steve Allen Show"; "All Around the Town"; "Meet Your Cover Girl"; "Homemakers' Exchange"; "Vanity Fair"; "Bride and Groom"; "The Loving Family," and "Garden of Eve."

CHILDREN'S SHOWS

Webster Suggests Study

COMMERCIALLY sponsored programs "intended to hold the interest of children, but which would curdle the blood of adults" was suggested as fit material for study by a listeners' radio-TV advisory group proposed to the Miami Lions Club last Monday by Comr. E. M. Webster.

Addressing the group at a luncheon meeting, Comr. Webster discussed "Community Interest in Television Programming." He reminded the Miami citizens that the radio spectrum is public domain and that the inhabitants in a community must counsel broadcasters regarding their needs and tastes if program improvement is desired.

Citing the work done in educational radio and TV by the U. of Miami in cooperation with several local commercial stations, Comr. Webster also noted the visual service now rendered by commercial outlet WTVJ (TV) there. He advised his audience it must lay the groundwork now for community awareness in future, expanded TV service, once the freeze is lifted. He urged them to "profit by our experiences with aural broadcasting."

SAG ASKS BAN

On TV for Movies Since '48

SCREEN ACTORS Guild, serving formal request upon three motion picture producers associations for opening of contract negotiations, has asked as one of its contract proposals that all theatrical pictures made after Aug. 1, 1948, be banned from television use until an agreement can be reached on the conditions of TV exhibition.

In extending the request, the guild proposed that the first negotiating meeting be held Aug. 27 with the Assn. of Motion Picture Producers, representing the major studios, and the Society of Independent Motion Picture Producers sitting in on the talks. Separate negotiations will be held with the third group, the Independent Motion Picture Producers Assn.

On the subject of television, the guild asked that all terms and conditions of the basic contract should apply. Also included were proposals calling for repayment to actors of their original salary for each reshowing in the same viewing area of a motion picture on television; and classification of actors employed in films made in a series as term contract players if their services in the series are exclusive, and multiple-players if their services are not exclusive.

On re-use of theatrical films for television, the guild stated that specific proposals covering additional compensation to actors would be made to producers contemplating the release of such films (those made after Aug. 1, 1948) in the immediate future.

Guild further said that proposals for minimum wages and working conditions for actors employed in making of television commercial spots will be submitted later.

Minimum salaries being asked for players with term contracts are $75 per week for beginners (those who have been at a movie studio for less than six months), and $200 for all other contract players. Proposed weekly minimum salary for freelance players is $375, for day players $100 per day.

Guild has asked that the contract, replacing the one which expired Dec. 31, 1950, be for two years.

SELZNICK SURVEY

Eyes Move Into Video

LOOKING into new avenues for further revenue from his old theatrical motion pictures, David O. Selznick, Hollywood film producer, has appointed John R. Markey to make an extensive national survey of the television field. Besides television sales potential of these old films, there are "other phases" of the general survey Mr. Selznick is interested in, it was said.

Mr. Markey, recently resigned national sales manager of Consolidated Television Productions, Hollywood producer-distributor of TV filmed shows, for the next 60 days will be headquartered in the Selznick Studio New York office at 400 Madison Ave. He reportedly has several potential sponsors lined up for fall release of films.

WOC-TV TURNS A FLOOD MENACE INTO A FLOOD OF CUSTOMERS

State Furniture Company . . . with store in Davenport, another in Muscatine . . . ordered a carload of mattresses. Shipment arrived during Mississippi River flood last Spring. There was no place to store mattresses because **State's** warehouse was surrounded by a rampaging Mississippi. **State** had but one solution to problem . . . stock these mattresses on valuable sales floor space in their two stores; then sell them as quickly as possible.

To do this selling job, **State** used TWO of their weekly half-hour shows on WOC-TV. Told public of their problem; offered mattresses (originally priced at $49.95) for $33.75. Also used newspaper ads.

According to **State's** own check of their customers, THIS ADVERTISING RESULTED IN $12,000 IN SALES . . . **with WOC-TV producing more than 97% of this total.** Furthermore, 50% of those who came to buy the $33.75 mattresses upped their purchases . . . bought either more expensive mattresses or other furniture. So SOLD is **State** on WOC-TV's SELLING POWER that they now buy two ½-hour shows a week.

To prove that it sells, WOC-TV has a host of success stories similar to **State's.** It's "know-how" that does it—the "know-how" to stimulate the buying urge of people in the Quint-City area . . . people with a per capita effective buying power 30.2% above the national per capita average (Sales Management 1951 "Survey of Buying Power").

Let WOC-TV write a successful sales story for your product or services. Your nearest F & P office has the facts—or contact us, direct.

Free & Peters, Inc.
Exclusive National Representatives

B. J. Palmer, president
Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The QUINT CITIES

WOC-TV, CHANNEL 5
Davenport, Iowa

WOC-TV
AM FM

D. J. FILMS

For Use With Standard Discs

ANOTHER answer for the question, "How can disc jockeys move to TV?" was given last Tuesday when Screen Gems Inc. announced production of films—both "live" and animated—designed to visualize the lyrics and rhythms of current and standard records.

Made in cooperation with such record manufacturers as RCA Victor, Decca, Columbia, Capitol, and Mercury, the open-end films have no soundtracks of their own, but can be synchronized manually with the records they accompany.

The first package of 15 films includes a couple dancing in shadows to Andre Kostelanetz' recording of "Smoke Gets in Your Eyes," a young tap dancer shining shoes to Red Foley's "Chattanooga Shoe Shine Boy," and an animation of cops and robbers, firemen, and an old jalopy, all rebounding to the beat of Pee Wee Hunt's "Twelfth Street Rag."

This initial group will be available to TV stations for six preview weeks at costs ranging from $187.50 to $375. Later leases, prorated with spot charges, will grant unlimited use of the films for a full year, with options available at about one-third the original cost.

The films will be released in packages of 20 each month, with advance strips anticipating advance record sales. "In case of an unexpected record hit, we can turn out a film to go with it in one week's time," Will Baltin, producer of the 16mm films, reports. So far, no names have been signed for the series, but it is being considered to introduce new vocalists to TV audiences by filming them singing recorded hits, Mr. Baltin added.

Premiere of the record visualizations will take place in mid-September when Dorland Inc., New York, introduces "TV disc jockey tunes" on six stations.

'Don't Underestimate Daytime Spot Television!

The large, responsive audiences and the remarkable sales records being built on daytime spot TV make *today* the time to explore this medium. As success stories from Blair-represented TV stations indicate, important franchises are being developed *now*. For example:

The D. H. Holmes Department Store sponsors the "At Home" show over WDSU-TV, New Orleans. They sold $400 worth of Johnson's Magic Menders in 3 days, then pushed the menders with 3 short daytime TV announcements. Sales jumped 700% within two weeks!

For details call your Blair TV representative *today!*

BLAIR TV INC.

NEW YORK • CHICAGO • ST. LOUIS
DALLAS • DETROIT • LOS ANGELES
SAN FRANCISCO • JACKSONVILLE

AGENCY CONTROL

Cited on Hollywood Films

ADVERTISING agencies are fast becoming the "dictators" of Hollywood TV films, through direct control over $11 million in production and secondary control over another $5.5 million, Harry McMahan, president - executive producer of Five Star Productions, Hollywood, told the Society of Motion Picture Comptrollers, meeting in Hollywood.

He estimated that in 1952 the ad men should be spending well over $40 million of their clients' money in Hollywood. He further estimated costs of film commercials in Hollywood for the current year as $4.5 million against an expenditure of $6.5 million for sponsored film shows and another $5.5 million on open-end shows which eventually are sponsored regionally and locally by advertising agency clients.

Despite the sharp rise in Hollywood orders for TV film commercials, the producer finds it a hazardous occupation with a high death rate, according to Mr. McMahan.

"More than 350 producers announced themselves in the TV spot business two years ago, but fewer than 40 have survived and only seven have national recognition," he said.

TIME CONTRACT FORMS

NARTB Sets Standards

REVISED draft of standard contract forms for purchase of television time is nearing completion at NARTB, according to Eugene S. Thomas, WOR-TV New York, chairman of the Television Board and former chairman of the Television Standardization Group.

Drafting of the new forms is proceeding under direction of Theodore Bergmann, DuMont TV Network sales director, recently named chairman of the group. Last meeting of the group was held Aug. 3 in New York. When the draft has been completed the group will meet with representatives of the American Assn. of Advertising Agencies.

Film Report . . .

MORE and more TV film producers are giving color a larger place in their plans.

Junior Science is a new color series aimed at children. Thirteen of the quarter-hour shows have been completed by **OLIO VIDEO Television Productions**, New York. They are designed as a physics primer for young folks and will include stunts and experiments suitable for home scientists who have only household equipment available. The open-end strips are based on a book by popular science writer, **Kenneth M. Swezey**, and are narrated by **Dr. Gerald Wendt**, founder of Science Clubs of America.

In early September, **D'ARMAND Productions**, Los Angeles, starts shooting, in color, a series of 600 TV film shorts. Classical and popular music, dancing and dramatic excerpts, will be among subjects chosen for 35mm filming . . . **SNADER TELESCRIPTIONS**, Beverly Hills, has completed five color shorts featuring the **Dinning Sisters** vocal team.

A catalogue of more than 200 color films is now listed by **STERLING Television Co.**, New York, which has acquired exclusive TV rights for 13 more pictures from **Van Kampen Heilner**. (Eight of the new films are also available in black-and-white.) They are outdoor adventures on subjects such as *Fighting Bulls, Tampico Tarpon, Jumpers*, and *Unusual Sports*.

New wrinkles on the program side include *Rackets Are My Racket*, a new quarter-hour series designed to expose rackets and confidence games currently being played on the American public. First group of 13 will be available for TV sponsorship Nov. 1. Star of the show is an authentic racket-buster and swindle-exposer, **Sergeant Audlie Walsh**, a police detective and FBI instructor. He has collected fixed devices and carnival gadgets over the years and often has been called into court to demonstrate them for the prosecution. **Bruce Elliott** will write the scripts, basing them on Sgt. Walsh's experiences. They will be produced by **HOLBERT Productions Inc.** and distributed through **HYPERION Films**, New York.

A train ride combined with a delayed action simulcast is being started in Chicago by **ACADEMY Film Productions**. *Bob Elson's Interviews of the Century* will take place on the renowned train, **Twentieth Century Limited**, featuring celebrities and other interesting passengers who happen to be along for the ride. Mr. Elson has done a similar show for radio and the filmed programs will be duplicated on tape for radio broadcast.

Kerry Drake, comic strip district attorney is in a film series by **HAFNER-HALPERIN Inc.**, scheduled for shooting Oct. 1. The series will run as complete half-hour programs, 26 produced annually. Fourteen-year radio-TV-movie rights to strip have been acquired.

CHERTOK FIRM

Los Angeles, New York Offices

CHERTOK TV Production & Distribution Corp., with offices in Los Angeles and New York, has been formed by Jack Chertok, president, Apex Film Corp., television film production firm, and Charles K. Feldman, president, Famous Artists Agency Inc., and motion picture producer.

Mr. Chertok, producer of *The Lone Ranger* TV series, among others, will be in complete charge of production for the new firm.

Organization plans the production of "only quality TV shows," using players, writers and directors from the motion picture industries. Client resources and story material of Famous Artists will be available to the new firm.

Los Angeles offices of the production and distribution corporation will be at 971 N. La Cienega Blvd. New York offices will be in the French Bldg.

NEW TRANSMITTERS

RCA Starts 2 kw Line

RCA Engineering Products Dept. has ordered production of 2 kw TV transmitters, providing radiated powers up to 20 kw. Peak aural power will be 1 kw. Model is designated TT-2AL for Channel 2-6 and TT-2AH for Channel 7-13.

Lower power consumption and efficient operation are claimed for the transmitters, which are air-cooled and feature small space requirement along with minimum tubes, r-f stages and components. Reflectometers are provided.

INDUSTRIAL FILMS
TV SPOTS . . .
PROGRAMS

RKO PATHE, INC.

625 Madison Ave
N.Y. 22, N.Y. • PLaza 9-3600

TELEFILM, INC.
COMPLETE FILM PRODUCTION FOR TV SPOTS-PROGRAMS
All Production Steps In One Organization
6039 Hollywood Blvd., Hollywood 28, Calif.
HOLLYWOOD 9-7205

CMQ-TV

TAKES NO CHANCES!

When Circuito CMQ, S. A., the *pioneers* of radio and television in Cuba, required an unusual antenna support for their magnificent new TV station in Havana they called in the *pioneer* of antenna builders—Blaw-Knox.

This special structure, designed and fabricated by Blaw-Knox, soars high above a congested area yet will safely withstand anticipated wind velocities in excess of 200 mph. The same experience and engineering skill applied to this installation is available to you at no added cost, for even the simplest mobile communications towers.

BLAW-KNOX ANTENNA TOWERS

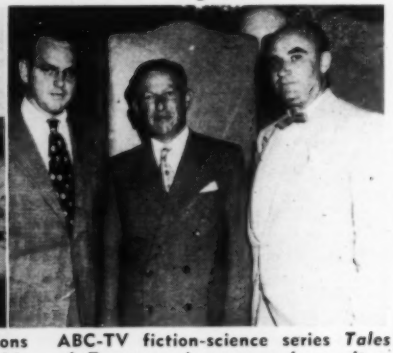
BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh 22, Pa.

MAKING final arrangements for premiere of *Twenty Questions* on DuMont Television Network (seated, l to r): Chris J. Witting, DTN director; S. M. Dieterich, exec. vice pres., The Mennen Co., sponsor; (standing) Gerry Martin, dir. of TV, Duane Jones, account agency; Leonard Colson, Mennen's dir. of adv.; Bruce Allen, of Duane Jones; Trevor Adams, DuMont asst. sales dir.

SPONSORSHIP of CBS-TV's *Hollywood Opening Night* by Pearson Pharmacal Co. for Ennds Chlorophyll Deodorant Tablets is set by (l to r): Harry B. Cohen, pres. of agency bearing his name; Lester Amster, Pearson pres.; J. L. Van Volkenburg, CBS Television Div. pres.

KAY NEUMAN (l), conductor of *Kay's Kitchen* on WDTV (TV) Pittsburgh, welcomes Lila Jones, home economist of the H. J. Heinz Co. Company entered television for first time on Aug. 10 with sponsorship of the Friday segment of the local cooking show.

SECOND anniversary congratulations are in order for Tom Walker (r), Detroit Ford dealer undertaking sponsorship for third year of *Wrestling From Rainbow* on WXYZ-TV Detroit. Ed Trayhan (l), Clark & Rickert Agency, and Hal Neal, adv. and sales prom. mgr. for WXYZ-TV, join celebration.



ABC-TV fiction-science series *Tales of Tomorrow* is sponsored on alternate Fridays 9:30-10 p.m., by Jacques Kreisler. L to r: George Foley, Foley & Gordon, program producer; Toby Stern, Jacques Kreisler pres.; and Sidney Garfield, pres., Hirshon Garfield, firm's agency.

GEORGE SCOTTI and his wife, Eleanor, celebrate fourth anniversary of *George Scotti Show* on WWJ-TV Detroit, accepting plaque from sponsor. Bruce Berkmans (2d from l), pres., Frankenmuth Brewing Co., makes presentation with Announcer Bert Wells holding cake.

BERLIN SHOWING

Laud TV Exhibits' Political Value

COMMUNISTS from the Russian sector of Berlin, Germany, as well as citizens of the Western Zone became acquainted with new emmissary from the free world last Monday— television, in both color and black-and-white. The results, according to one reporter, "not only provoked admiration and amazement, but . . . had concrete political value as well."

The diplomatic significance of the two-week demonstrations— color by CBS and monochrome by RCA—was expressed in a cable sent Berliners by President Truman. He said, in part: "This television exhibition has been arranged by the Economic Cooperation Administration and is presented by the American television industry to show how free men can work together for peace and prosperity."

RCA presented its black-and-white system from a stage in Europe's largest outdoor theatre as well as on two theatre-sized screens (15 by 20 feet) at points near the Russian section and on more than 100 home-type receivers installed in show windows and other prominent spots in the boroughs of West Berlin. In order to reach all their outlets, a crew of 29 RCA engineers and technicians had to install a transmitter, a job that usually consumes six-months time. They finished the job in 85 hours, from a bat-winged antenna— weighing 35 tons and shipped from the Camden, N. J., plant—installed atop the City Hall to the last home outlet. The two-week demonstration is producing pictures that are excellent by American standards, observers reported.

The CBS color system was shown in the British Pavilion of West Berlin's exposition grounds, opening Monday night to an invited audience of American, British, and German dignitaries and followed with public showings for all who would come. Many Communist youths in Berlin for their rally, skipped their meetings and strayed to the Western Sector to stand in line as long as 1½ hours for the shows.

'Astonished' by Color

No television exists in Eastern Germany today, and people there know of it only as a boast that the Russians invented it. After seeing color television, they were described by CBS reports as "astonished at what they saw. They thought it was wonderful. They were really eager to know—Can an average man buy a TV set in America? How expensive are receiving sets? Are there any in Western Germany?"

Dr. Sigmond Loewe, famed pioneer in German television 20 years ago and participant in color experiments in 1939, was surprised at the quality of American color. CBS reports quoted him as saying: "This is the last word; it is perfect. . . . It will be a great blow to German black-and-white television which is just getting ready to enter the commercial field again. It sees itself obsolescent before it starts."

The impact of the occasion was heightened by the fact that the exhibition was staged modestly, with no fanfare nor any attempt to compete with the Russian rally, according to one newscaster.

But crowds came, and there seemed to be little doubt that thousands more of the Communists would come, look and draw their own conclusions.

TITLE BOUT

Theatres Get Robinson-Turpin

RETURN middleweight title bout between Ray Robinson and Randolph Turpin at the Polo Grounds Sept. 15 will be telecast exclusively in movie theatres outside New York. The match will be carried on a closed circuit to 11 of the 25 theatres equipped for theatrecasts, and will not be aired otherwise.

Rights for the fight were sold to Theatre Network Television Inc. for a price reported unofficially as $25,000. In addition, however, the four movie chains involved in theatrecasting were said to have purchased second-run movie rights to the contest for $275,000.

Boxing promoters had previously stated their asking price for the bout, after the success of the Wolcott - Charles battle, would be $250,000 for radio-TV rights or, in the case of theatre TV, substantially above the token fee of $10,000 originally asked [BROADCASTING • TELECASTING, July 23].

Although it was understood that radio interests had not sought rights for the outdoor Robinson-Turpin bout because of the chance that bad weather would leave sponsors holding a wet bag, the match adds to the victory of theatre television. That organization had its fourth exclusive with the Joe Louis-Jimmy Bivins fight held in Baltimore Wednesday, a match that was shown in 15 theatres, 5 of which, including the Paramount, were in the New York metropolitan area.

Bruce I. Steinmetz

BRUCE I. STEINMETZ, 65, secretary-treasurer of District No. 1 of the International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators of the U. S. and Canada, died Aug. 6 at Great Falls, Mont., his home. Death was attributed to a heart attack. District 1 of his union consists of Montana, Idaho, Oregon, Washington, and British Columbia.

Pete and Joe, WJR's western and folk song entertainers, sing the praises of **Farm Crest Bakeries** *9:45 to 10:00 A. M. Monday through Friday.*

WJR

responsive listeners make responsive buyers

the **GREAT VOICE** *of the* **GREAT LAKES**

Here's another sweet song . . . of product sales!

Here's convincing proof that WJR's great listening audience is an active, responsive one. Recently, on their morning show, Pete and Joe offered their many listeners a copy of a verse. With only eight announcements, WJR received 10,827 requests from 18 states and Canada. This amazing response gives you added proof of WJR's intensive penetration of a large prosperous area, and every indication that your advertising message over WJR produces high-powered action.

Radio—America's Greatest Advertising Medium

Remember . . . first they listen . . . then they buy!

Represented Nationally by Edward Petry & Company

MEXICAN TV

CBS Wants Matamoros Outlet

FIRST TV network affiliation outside the U. S. is in the offing.

CBS has asked the FCC for permission to sign an affiliation contract with Mexican TV station XELD-TV Matamoros—across the border from Brownsville, Tex. [BROADCASTING • TELECASTING, Aug. 6].

Mr. Kleban

Appointment of Blair-TV Inc., New York, as national representative for XELD-TV, was announced last week by William H. Weldon, president of the Blair organization. Mr. Weldon also said the station is due to go on the air with test patterns next Friday and to commence regular 2-11 p.m. operation Sept. 1.

Mexican station is owned by a group of Mexican businessmen, including Romulo O'Farrill Sr., owner of TV station XHTV Mexico City and publisher of Mexico City *Novedades*. It will be managed by Monte Kleban, former WOAI San Antonio executive.

Since XELD-TV won't be interconnected, it will be serviced by CBS in the same manner it serves U. S. non-interconnected affiliates —with film and kines.

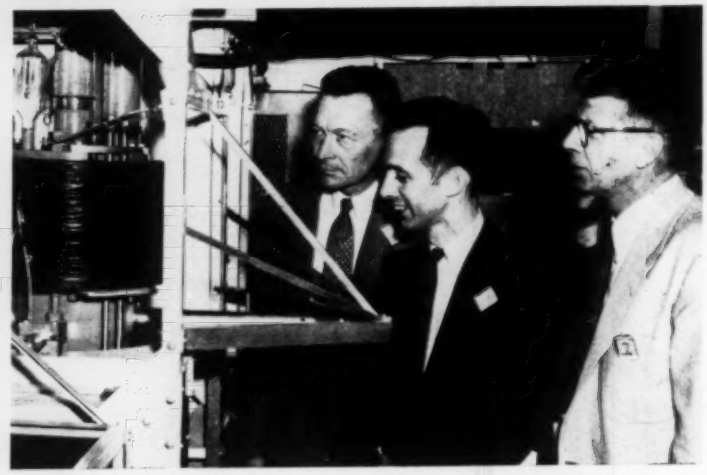
FCC has jurisdiction, it is believed, under Sec. 325 (b) of the Communications Act of 1934, as amended. That section states that FCC approval is required when a U. S. station furnishes its programs to a foreign station whose signals are "consistently" heard in the U. S.

XELD-TV's Channel 7 signal is expected to cover all of the Matamoros - Brownsville area. It will radiate 2.8 kw from an antenna height of 700 ft. above average terrain.

XELD-TV expects to serve a U. S. population of more than 300,000 persons along the Rio Grande valley and will program largely to them. In addition to the U. S. audience, the Blair announcement said, the station will have "a bonus population of more than 200,000 Mexican citizens" in its primary service area.

The station is licensed by the Mexican Communications Commission, but also "will be operated in strict accordance with the standards of the American Federal Communications Commission," the announcement said.

WONDERFUL ENTERPRISES, subsidiary of Bracken Television Productions, Los Angeles, has contracted with Rosa-Lee Mfg. Co., Burbank, Calif., for manufacture and sale of polo shirts and pajamas featuring puppet character in firm's television film series, *Willie Wonderful*. National distribution of articles is scheduled to start in late December.



FCC ENGINEERS get a look at General Electric UHF television equipment operating experimentally at Electronics Park, Syracuse, N. Y. George F. Metcalf (r), manager, GE Commercial and Government Equipment Dept., explains the UHF transmitter to Edward W. Allen (l), FCC chief engineer, and Curtis B. Plummer, chief, FCC Broadcast Bureau.

COAST RELAY READY

$40 Million Job Completed

AT NOON Friday the Long Lines Div. of American Telephone & Telephone Co. inaugurated its $40 million, 3,000-mile transcontinental microwave radio relay for telephone service with the first phone call to cross the country by radio rather than by wire or cable.

The AT&T relay system, which already is carrying TV shows to cities as far west as Omaha, midway point in the system, will transmit its first fully cross-country TV network program on Sept. 30 [BROADCASTING • TELECASTING, Aug. 13, 6]. Inaugural simultaneous video coast-to-coast program is expected to be a full-hour show sponsored by AT&T itself on all four TV networks, tentatively scheduled for 9-10 p.m. if that Sunday evening hour can be cleared. Last week it looked very much as if it could, although CBS-TV, which regularly carries the General Electric Co. program at that time, had not given AT&T office clearance.

For the first month of transcontinental TV program service only one east-to-west circuit will be available to telecasters, but after that they will be allotted one circuit each way. Amending its original announcement, the telephone company said last week that special circuits will be used for the Sept. 30 telecast to permit pickups from Los Angeles and San Francisco on that program only.

Participating in Friday's ceremonies which opened the cross-country radio relay phone service were FCC Chairman Wayne Coy; Cleo F. Craig, AT&T president, and H. T. Killingsworth, AT&T vice president in charge of the Long Lines Div., in New York, with Mark Sullivan, president, Pacific Telephone & Telegram Co., and Harold P. Huls, member and former president of the California Public Utilities Commission, in San Francisco. Presidents of Bell telephone companies answered a roll call from terminal cities along the relay route.

System, built in about three years, comprises 107 relay stations including the New York and San Francisco terminals and covers 2,992 miles with an average distance between stations of 28.2 miles. Highest and lowest ground level points along the route are Mt. Rose, Nev., 10,075 feet above sea level, and New York, 11.5 feet above sea level.

Tallest tower is at Des Moines, 427 feet to top of antenna, 415 feet platform height (excluding the Long Lines Bldg. in New York which serves as first station, 450 feet). Shortest tower is 2½ foot platform height (14 feet to top of antennas) for antennas facing east at Stansbury Island station on the west side of Great Salt Lake, where antennas were placed near the ground to avoid reflections from the salt flats. Average height of towers is 125 feet (including telephone buildings in eight cities). Antennas weigh approximately one ton each. Radio relay system operates at frequencies in the 3,700-4,200 mc range.

Lewis to WSB

RAYMOND LEWIS, chief investigator of the FCC Hearing Div., joins the Wage Stabilization Board today (Monday) in a supervisory capacity. Mr. Lewis has been with the Commission since September 1940, during which time he participated in the newspaper ownership, Bulova and Don Lee cases, and most recently in the Richards case. He was an Army captain during World War II, serving with OSS in Europe.

AFL-CIO TIFF

NABET Encroachment Charged

FREQUENT skirmishes between feuding AFL and CIO unions over representation of radio and television workers last week gave way to all-out conflict as Hollywood AFL Film Council representing entertainment unions declared war on the CIO's NABET (National Assn. of Broadcast Engineers and Technicians). It further resolved to notify management that "those yielding to further NABET encroachments face united resistance of all crafts and guilds in the amusement industries."

Move taken chiefly in behalf of members of IBEW (International Brotherhood of Electrical Workers) and IATSE (International Alliance of Theatrical and Stage Employees), followed signing up by NABET of creative workers at three San Francisco stations, an act considered by the council as an invasion into its field [BROADCASTING • TELECASTING, Aug. 13]. The council declared that it would take "all necessary steps to defeat the planned NABET invasion" and eliminate it from "established craft fields in the amusement industries."

It further urged all other guilds and crafts "threatened by NABET invasion campaign" of jurisdictions in the amusement industries to support "our efforts to maintain order and sanity in television field."

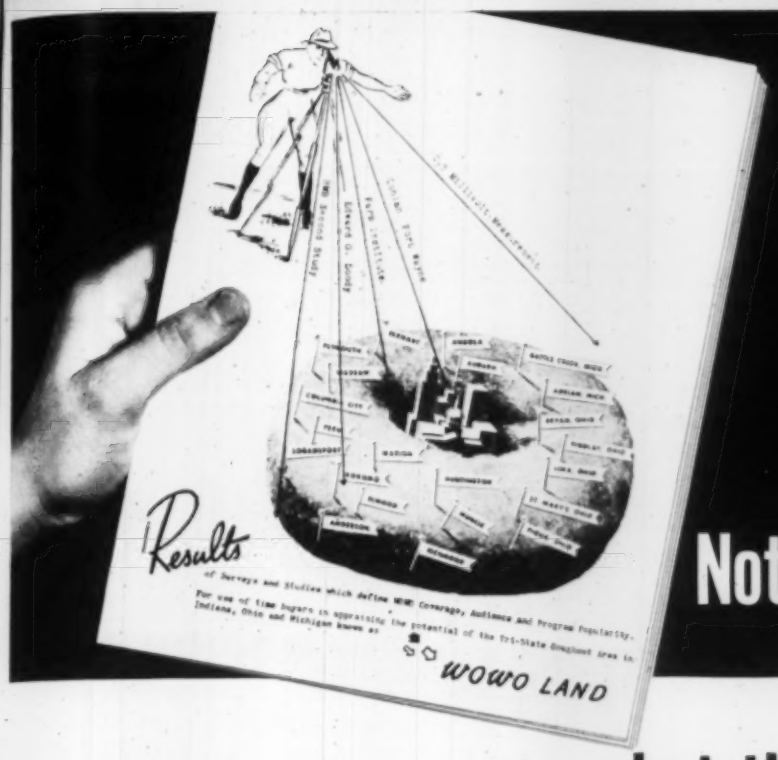
Similar action was requested by the group of California State Theatrical Federation and the California State Federation of Labor at coming conventions.

Replying to the AFL declaration, Roy Tinsdall, national representative for NABET, West Coast, stated that NLRB Act as amended in 1947 leaves matter of union representation entirely up to employes. "If employes want NABET to represent them, we will continue to give them best representation we can."

He further asserted, regarding AFL threats to employers, that management as well as employes would be protected from AFL action under same act, if they sought NABET representation.

Printer Becomes Sponsor

ADD to the list of unusual radio and TV advertisers the William G. Johnston Co., Pittsburgh commercial printer, who has joined a participating sponsorship on WDTV (TV) Pittsburgh. The 133-year-old firm long has used radio and printed advertising. Robert H. Caffee, company president, said that through supplementary TV advertising, closeups of methods of printing production can be shown to the public. Program sponsored by the company is *Pitt Parade*, a 10-minute film roundup of local news and current events.



Not a Book-of-the-Month..

but the BOOK OF THE YEAR
for timebuyers!

Read what media men in the nation's top agencies write about this new, comprehensive data book on the rich Midwestern WOWO market-area!

From New York—
"Wish we had something similar for every station in the country."

From Chicago—
"It would be a great boon to timebuyers if more stations would spend money along these lines."

From Cleveland—
"If all stations were to furnish such information, our job would be much simpler and more accurate."

From Minneapolis—
"We wish more stations would consolidate material as you have done in this circulation manual."

From Detroit—
"It's a peach and should prove very valuable to timebuyers."

WOWO

This convenient new handbook contains *all* the information you want on this important market: geographical extent, population, buying power, retail store sales, listening habits on the farm and in the city, comparative popularity of stations heard day and night. If this book isn't already in your hands, write for a copy! Get it from Paul Mills at WOWO, or from Free & Peters.

FORT WAYNE
NBC AFFILIATE

Westinghouse Radio Stations Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO — *America's Great Advertising Medium*

NEW TV TUBES

Called Self-Focusing

PRODUCTION of a self-focusing cathode ray tube for TV sets has been begun by Allen B. DuMont Labs and General Electric Co. DuMont has started making both 17 and 20-in. tubes, while GE is starting with the 17-in. size.

Self-focusing picture tube eliminates focus coils, network resistors or mechanical focusers, also eliminates significant quantities of copper, nickel, aluminum and cobalt—all critical materials needed for the defense program.

DuMont National Sales Manager Bill C. Scales said that the 17-in. self-focusing tube is a direct replacement for all 17-in. tubes on the market today, whether electrostatic or electromagnetic.

GE plans to incorporate the new "gun" in its 21-in. tube at an early date.

KLAC SETTLEMENT

Writers Given Sum for Show

OUT-OF-COURT settlement of the $800,000 judgment by the *Bride and Groom* television show producers in their $1-million suit against KLAC - TV Hollywood [BROADCASTING • TELECASTING, July 9] was announced last week by attorneys for both sides. Amount of the settlement was not made public, but was understood to be in the neighborhood of $50,000.

In their suit *Bride and Groom* producers John Masterson, John Reddy and John Nelson charged that the format of their radio-TV show had been "pirated" by the *Wedding Bells* program on KLAC-TV. Attorney J. G. Moser, who with Harold Fendler represented Messrs. Masterson, Reddy and Nelson, said one of the terms of the settlement was that KLAC-TV will drop *Wedding Bells*. Jesse Friedin and Richard Manson negotiated the settlement on behalf of Mrs. Dorothy Schiff, owner of KLAC-TV.

Hearing Coverage

(Continued from page 63)

not differentiate between it (TV) and radio and the press, but it does require that we provide very good safeguards for the protection of witnesses."

". . . disclosure of information," Sen. Kefauver told the Senate, "at hearings is a very important part of the educational process. By the same rule, it could be asked why we did not order representatives of the press out of the room, or why we did not refuse to let the press photographers take pictures. It has always been recognized that in Congressional investigations, which are conducted for the purpose of getting facts upon which to base legislation, the informational feature is very important.

"I do not believe that a couple of fellows like these witnesses—and they are not timid men by any means, because it was my impression that they were as calm as they could be—should be able to dictate to the United States Senate the manner in which we are to conduct our hearings."

WTVJ salesmen line up to receive their daily quota of vitamins. L to r: Phil Wolfson, Stuart Allen, Joseph Bruce, Frank Boscia, Louis Wolfson, John Shelton, Marion Davis (crouched to receive the mothball "vitamin"), Mr. Allen and secretary, Betty Stokes.

★ ★ ★

WTVJ SALES CONTEST

Employes Join to Maintain High Level

WTVJ (TV) Miami, Fla., during August and September is conducting a station-wide sales contest, hoping to keep sales booming.

John S. Allen, station business and sales manager, reports that the contest is generating enthusiasm among employes.

WTVJ quotes the *Rorabaugh Report* as saying that the station has telecast for more individual local accounts every month for seven months since December 1950, than any other television station in the nation.

The current contest was set up to maintain the station's outstanding sales record.

A sales quota for the two months has been set by the station owners and management based on a percentage of the previous month's business. All employes are to share equally in a percentage of the gross above this quota.

The sales department has been divided into two teams of 10 persons each. In addition to the cash bonus, the team members are competing for individual prizes or merchandise on a point basis.

Points are scored for bringing in a contract from advertisers who have never before bought time on the station; new contracts from lapsed sponsors, for each five testimonial letters, etc.

All employes are kept informed as to the progress of selling by means of a huge thermometer chart.

TV TO GROW

Shouse Tells Food Dealers

TELEVISION will continue its "genuine revolution in our lives as we live them from day to day" and "color television will be with us as an intimate factor in entertainment and education within 2½ to 4 years." Opinions were expressed a fortnight ago by James D. Shouse, vice president of Avco Mfg. Corp. and chairman of its Crosley Broadcasting Division.

Addressing the annual convention of the National Assn. of Meat & Food Dealers in Cincinnati, he added:

Among all the things which television will interfere with, I would put at the top of the list, conversation. I will not attempt to advise you as to whether that is a good or a bad thing. There have been times when I have thought both ways.

Set Sales Rally

(Continued from page 61)

of 1950 and high of 4,456,000 in the second half of 1950.

New TV set lines, announced during last week, were:

Philco—Twenty-eight sets shown at the Waldorf-Astoria in New York Aug. 3-4, and at the Stevens Hotel in Chicago Aug. 6-7. Sets are all 17 and 20-in. models, range from plastic 17-in. table model at $199.95 to 20-in. radio-phonograph combination with remote control at $800. A 20-in. table model is priced at $359.95. Prices include excise tax. Featured are improved fringe area reception, provision for UHF and color.

Motorola—Sixteen sets shown Aug. 14 in Chicago, including a 14-in. table model at $169.95, a 17-in. table model at $199.95 and a 20-in. table model with attachable legs at $299.95. Built-in UHF tuner is available for $40 extra; same tuner is available for present TV set owners at $49.95. Featured are increased fringe area reception—as much as 10% according to Executive Vice President Robert W. Galvin.

Crosley—Twenty-one sets, shown Aug. 14 in New York, ranging from 17-in. table at $249.95 to 20-in. radio-phonograph combination at $795. Featured are facilities for UHF and color.

ATTENDANCE DATA

TNT Reports on Fightcasts

THEATRE Network Television Inc., on the eve of its fourth exclusive fight coverage with the Joe Louis-Jimmy Bivins bout, last Tuesday released attendance figures for the first theatre-televised matches.

While the seating capacity for participating theatres was 75,912, total paid attendance for the first three bouts reached 81,022. TNT estimated that some 50,000 persons were turned away from box offices because of SRO business.

In all, 31 theatres participated in the coverage of the Louis-Savold, LaMotta-Murphy, and Layne-Marcano fights on June 15, June 27, and July 12. Not broadcast or telecast otherwise, the matches were transmitted on closed circuits directly to the theatre screens over some 3,056 miles of coaxial cable and microwave relay.

House managers reported wide public interest and audience enthusiasm for the theatre method of telecasting sports events, TNT said. Public comments recorded on survey cards distributed to the audiences included, according to the TNT report: "Nice, comfortable, economical way to witness major events"; "better than ringside"; "sitting with the theatre crowds is much better than with a few at home"; and "the large size of the television picture is amazing."

NSTP COMMITTEE

Producers Discuss Choices

POTENTIAL appointments for a five-man committee to negotiate with film unions on behalf of television producers will be discussed at a board meeting of the National Society of Television Producers, Los Angeles, Aug. 22. Purpose of committee will be to meet with representatives of motion picture unions to negotiate contracts for all TV producers, thus eliminating the necessity for separate negotiations by individual producers with each union.

Also to be discussed at the Wednesday meeting are persons under consideration for the position of administrator of code of ethics recently adopted by the group [BROADCASTING • TELECASTING, July 30] to replace Martin Mooney, who served briefly as code administrator. The position will be filled, according to Louis Snader, head of Snader Telescriptions Corp., Beverly Hills, and group president, by someone of stature in the industry, but outside of the NSTP.

Gray Color Monitors

SEVERAL color television picture monitors produced by the Gray Research & Development Co. are being used by CBS Television as part of its color TV studio equipment, Walter E. Ditmars, president of the Gray Mfg. Co. of Hartford and New York, announced last week.

Across the country — in less than a minute!

Some day soon, a jet plane will leave New York at 9 A.M. . . .

And be in California—at 9 A.M.!

So fast are modern jets, they come close to following the sun in its flight across the continent. Speed? Yes. But in manufacture, the story is different!

The all-precision jet engine takes almost *four* times as much machining as World War II aircraft. It's long work—but defense deadlines are short!

To speed up jet assembly lines, the plane-makers have learned amazing production tricks. And they've learned an amazing traffic trick, too.

When ordering and shipping parts, the makers of the world's fastest planes use the world's fastest service—Air Express!

Whether your business is jets or jewelry, here are the unique advantages you can enjoy with regular use of Air Express:

IT'S FASTEST—Air Express gives the fastest, most complete door-to-door pick up and delivery service in all cities and principal towns, *at no extra cost.*

IT'S MORE CONVENIENT—One call to Air Express Division of the Railway Express Agency arranges everything.

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery.*

IT'S PROFITABLE—Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express Division of Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

open mike

Mutual Admiration

EDITOR:

This is just to let you know how much I appreciate the excellent coverage, balanced reporting, and editorial understanding of our purposes displayed by your publication in connection with our TV-Radio Workshop.

James W. Young
The Ford Foundation
New York

[EDITOR'S NOTE: To Mr. Young, consultant of the Ford Foundation and senior consultant of J. Walter Thompson, our thanks for his unsolicited praise, our promise of continued support for the valuable program of the Ford-sponsored TV-Radio Workshop.]

* * *

Punch & Counterpunch

EDITOR:

It is very disturbing! I am referring to the WMBG [Richmond] ad on the inside back cover of the Aug. 6 issue of BROADCASTING • TELECASTING.

As I read Mr. Havens' memo to timebuyers, I was much impressed with what was apparently a strong presentation of arguments for a rate increase. And I felt admiration for the man with nerve enough to state his case so boldly. He has added 84,968 families by a change in transmitting equipment. This same change improved his signal in areas already covered, and should provide more listening in these areas, too! Good! To quote him directly, Mr. Havens says, "We must price our programs and medium realistically and in keeping with the times." Excellent! Good arguments well stated.

But wait! Here comes the shocker! This man was not building argument for rate increases! HE WAS ANNOUNCING RATE *DECREASES!* Can you imagine it? With a story like that, the man announces rate decreases! What has happened in radio? Where are the leaders? Did he *have* to announce it so the whole industry would see it? . . .

In announcing that WMBG is now worth less than before, even with 84,968 additional families in its coverage area, Mr. Havens had done himself, his station, and the industry in which he makes a good living an extreme disservice. If he *had* to cut, why announce it in the industry's leading publication? What's he so proud of?

Harley M. West Jr.
Commercial Manager
WABJ Adrian, Mich.

[EDITOR'S NOTE: Since Mr. West's comments applied to an advertisement rather than to editorial matter, the editors asked Mr. Havens, who bought the ad, to reply. His letter appears below.]

EDITOR:

. . . I think you will agree that WMBG fought vigorously the attempt on the part of NBC to decrease AM rates last fall. Within a matter of a couple of hours we sent the president of NBC a 1,000 word telegram in opposition to a rate reduction . . . It was the first opposition received by the network and I have been told had a great deal to do with NBC giving up the idea to reduce rates last fall.

About six months later CBS came out without prior warning and promptly reduced its network rates. Had the CBS affiliates fought like the NBC affiliates six months earlier, perhaps CBS would have given up the idea just as NBC did, but no such scrap was put up by CBS affiliates. This left our network, NBC, retaining its affiliated station rates whereas CBS, its competitor, had substantially reduced theirs. NBC had no other course to follow but to reduce NBC rates, but still over the objection of most, if not all, of the NBC affiliates. Once the pattern was set by the networks, it seemed rather stupid for our company to try to sell its AM facilities in the spot field for $200 an hour while NBC was offering the same station and facilities for $126. Therefore, we met the network rate in the spot field.

Incidentally, we have had some very splendid reactions to the rate revision. They have come from some of the top agency people and three of our leading trade papers. Therefore, I am more convinced now than ever before that our judgment was right and thinking clear.

The WMBG rates were the highest in the city of Richmond for its classification and this condition existed for many years, although we have seen AM facilities increase from two stations to three, then to four, to five and finally six. Of course, that is a condition that developed in almost every community after the war. I am sure anyone knows that whenever a station is added to a community, the original stations lose listeners. This condition is true even when a community does not have a television station, and when a community does have a television station, it is worse.

Mr. West . . . asked, "Where are the leaders?" WMBG was the first commercial station in Virginia. It was the first station in Richmond to broadcast daytime programs; the first to own its own buildings; the first to own a short-wave mobile unit; the first to own recording equipment; the first to use a directional antenna. It sold the first commercial program in Richmond. It was the first station with FM and the first station in the entire South to build a television station.

I do not know Mr. West, and I am not even familiar with his station connections, but my guess is that, (1) he does not have a network affiliation, and (2) that the station's rate is perhaps already so low, it would be quite difficult to reduce it lower. His station is undoubtedly one of the 1,000 new stations added since the war and which have brought about the necessity of rate reduction through a splitting of the audience. So far as leadership is concerned, he is either unable to distinguish it when he sees or hears it, or else he is very loose with the truth . . .

I think the step we have taken is one in the right direction and one that will be followed by others who have had the years of experience that we have had dating back over the past 26 years and at the same stand.

Wilbur M. Havens
President & Gen. Mgr.
WMBG(AM), WTVR(TV), WCOD(FM)
Richmond, Va.

* * *

Locked Out

EDITOR:

KFBB Great Falls, Mont., was today denied permission to record a public hearing in the Cascade County Courthouse . . . The hearing involved the termination of three deputy sheriff jobs . . .

We are determined to continue covering events of public interest.

W. J. Towner
Assistant Manager
KFBB Great Falls, Mont.

[EDITOR'S NOTE: The editors would like to hear from any station that runs up against unwarranted exclusion from news coverage.]

* * *

Response from Roper

EDITOR:

YOUR Aug. 13 issue carries a letter from Mr. John Wilkoff which I think indicates clearly that he (unfortunately, like so many other people!) did not hear the broadcast from which the quotations were made.

I made it perfectly clear that this particular study did not have as its purpose the measuring of radio audiences. I am not in the business of measuring radio audiences and have no desire to get into it. Mr. Wilkoff recognizes that fact in the last paragraph of his letter when he says that our study is "clearly not a media measurement." But the rest of his letter seems to rather take me to task for the fact that the study is not what it clearly was not intended to be.

Judged by what it was and what it was clearly stated to be, our study did not "short-change radio"; it simply reported the number of people who said they spent most of their *Leisure Time* listening to the radio. If one were trying to measure the radio audience, one would not approach it from that angle at all, since of course to that figure must be added those who spend *some* of their leisure time as well as those who do not regard listening to a newscast as being "leisure time" but rather as being part of the obligation of daily living.

Elmo Roper
Marketing Research Consultant,
Public Opinion Analyst
New York

In Godfrey She Trusts

EDITOR:

The July 30 issue of your publication took a couple of editorial swings at [Arthur] Godfrey which make me volunteer as a "second" for the fellow. . . .

Surely you don't really believe the American I.Q. is so depressing nor . . . viewers and listeners so susceptible to star-gazing that such little talks or seminars as Godfrey's are dangerous . . . Relax. I don't think even George Washington could have convinced us all.

Sally G. Holladay
Public Relations Director
Treasure Masters Corp.
Minneapolis

* * *

EDITOR:

As Information Officer for the U. S. Dept. of Commerce-National Production Authority in Texas, Louisiana, Arkansas and Oklahoma, I have visited more than 50 radio-TV stations within the past 90 days . . .

I have yet to contact a radio-TV station in my travels that didn't afford my mission 100% cooperation.

I know of no better way to express my appreciation than through a magazine that everybody in the radio-TV industry reads.

Bert Haling
Regional Information Officer
USDC-NPA
Dallas

Alcoholism Series

SERIES of documentary broadcasts—*The Lonesome Road*, analyzing medical, social and economic problems created by drinker and drunkeness — will be presented by ABC over its five owned radio stations starting this week. The series was produced by the National Committee on Alcoholism with the Communication Materials Center of Columbia U. [IN REVIEW, Aug. 13]. The series will be presented under the auspices of ABC's WJZ New York, WENR Chicago, WXYZ Detroit, KECA Los Angeles, and KGO San Francisco in cooperation with civic, educational, social, health agencies and similar groups.

New station in the black after 24 days ...thanks to tape!

WBOK, NEW ORLEANS, HITS SALES JACKPOT WITH TAPE-RECORDED PRESENTATIONS

Imagine a brand new station breaking even in less than a month, then zooming on to become the top independent in a tough 10-station market in less than a year! That's the accomplishment of WBOK, New Orleans. And in the words of Stanley Ray, Jr., the station's general manager, "Tape recordings enabled us to hit black ink 24 days after we began operation. We started making sales presentations of both shows and spots on tape one month before we hit the air . . . and these tapes in the great majority of instances closed the sale."

Tape can do tricks for you, too. It sparks new show ideas, simplifies programming, eliminates fluffs and miscues from full shows and spot announcements . . . and costs far less than conventional recording methods!

Why not let our representative give you the full story of what tape recording can do for you? Address Dept. BT-81, Minnesota Mining & Mfg. Co., St. Paul 6, Minn.

"YOU COULDN'T FIND A MORE EFFECTIVE or cheaper way of making a sales presentation than tape recordings," says Mr. Ray, shown presenting a suggested program to advertising agency head E. V. Brinckerhoff. "It's Standard Operating Procedure now with WBOK . . . and effective beyond words."

EXPERIMENTAL SPOTS and new program ideas are worked out and produced on tape by Ed Prendergast and Bob Murphy of WBOK. Unusual and localized sound effects are easily captured on tape, which reproduces in every register with matchless fidelity.

INTERVIEWS AND REMOTE PICK-UPS are simplified with tape. No complicated arrangements and expensive line charges . . . tape goes everywhere, hears everything. Battery-operated units make high-fidelity recordings possible in moving vehicles, elevators or planes!

IMPORTANT: There's more than one brand of sound recording tape on the market. To be sure of getting the *lubricated* tape used by major networks and recording companies, look for the brand name "SCOTCH" and the distinctive plaid-decorated box.

Made in U.S.A. by Minnesota Mining & Mfg. Co., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Minn. Mining & Mfg. Co., International Division, 270 Park Avenue, New York 17, N. Y. In Canada: Minn. Mining & Mfg. of Canada, Ltd., London, Canada.

WOMEN ADVISORS

Defense Names Hobby, Markel

OVETA CULP HOBBY, executive vice president of the *Houston Post* (KPRC-AM-FM-TV), and Hazel Markel, women's commentator for MBS and WWDC Washington, were among the 48 women named to the Defense Dept.'s newly-created Advisory Committee on Women in the Services.

The committee, composed of outstanding leaders from radio, education, journalism, theatre and other fields, will advise on more effective utilization of womenpower in the military services, expansion of opportunities and methods of attracting service enlistments. The group will report directly to Anna M. Rosenberg, Assistant Secretary of Defense.

Also appointed to the committee were Mrs. Arthur Hays Sulzberger, wife of the publisher of the *New York Times* and president of Interstate Broadcasting Co. (WQXR-AM-FM), and Mrs. Edgar Stern, wife of the WDSU-AM-FM-TV New Orleans radio executive (affiliated with the *New Orleans Item*); and Actress Helen Hayes.

Miss Markel, the only woman actively identified with radio-TV, is first vice president of the Women's National Press Club and regional director of the Washington, D. C., Fashion Group. She is heard over the coast-to-coast Mutual network each Sunday, 12:30 p. m. and daily on WWDC, and also authors a weekly column in the Washington *Daily News*.

Store Radio Success

CASE histories of 10 prize winning department store radio programs, descriptions of spot saturation campaigns conducted by four stores and articles on store use of radio are included in *Department Store Radio Advertising*, a new 70-page book published jointly by BAB and National Retail Dry Goods Assn. It is available at $2.50 a copy to BAB and NRDGA members, $10 to retailer non-members and $5 to non-members other than retailers.

air-casters

MONTE FASSNACHT named manager of TV program department at ABC Chicago. Other appointments: **JOHN FITZPATRICK**, production manager; **JACK McCORD**, business manager, TV programs.

DON PHILLIPS, newscaster KWFT Wichita Falls, Tex., appointed publicity director KTRE Lufkin, Tex. Mr. Phillips is former part owner of KRUN Ballinger, Tex. **JANE DERAPPS PEACE**, KTBC Austin, Tex., named continuity director KTRE.

DON ANDERSON, announcer KFH Wichita, Kan., named chief announcer. **MARJORY BASSETT** named public service director.

BUZZ HANSON, accounting department WDTV (TV) Pittsburgh, moves to studio department. **NORMA WOODCOCK** to accounting department.

MORGAN BAKER to CBS Housewives Protective League conducting two programs daily over WEEI Boston. **BERNIE JOHNSON**, former program director WSOY Decatur, Ill., will produce shows.

ROBERT SEYSGOOD, assistant program manager WKY-TV Oklahoma City, father of girl, Robin Louise.

DOUG NIXON, program director Pacific region, CBC Vancouver, awarded Imperial Relations Trust bursary for 1951, which will allow him four months' study of radio and TV in Great Britain. Bursary was established in 1948 to strengthen ties that bind various parts of British Commonwealth.

DAVE DUNN, writer and continuity editor CKCK Regina, to production staff CFCF Montreal.

JIM CLARK, graduate U. of Oklahoma, to public relations department WKY-AM-TV Oklahoma City.

NORM KELLER, program director WCNH Quincy, Fla., to WMOH-AM-FM Hamilton, Ohio, as disc jockey.

WILLIS CONOVER, disc jockey WWDC Washington, signed by WNBW (TV) Washington to do nightly half-hour program *Conover's Guest Book*.

RALPH KRUEGER, WWHG Hornell, N. Y., to WCSS Amsterdam, N. Y., as announcer and special events man.

MIKE HUNNICUTT, disc jockey WCPO-TV Cincinnati, to WOL Washington, in same capacity.

MEL MOSS to WTAC Flint, Mich., as continuity and promotion writer.

MEL CODY, studio supervisor KMPC Hollywood, father of boy, Aug. 10.

JAMES C. JORDAN Jr., television director NBC-TV Hollywood, transfers to New York, as director of Eddie Cantor show, one of NBC-TV *Colgate Comedy Hour* programs.

HELEN J. SIOUSSAT, director of talks for the CBS Radio network, chosen for one of first two distinguished service awards of Ladies Auxiliary of Veterans of Foreign Wars. Designated by organization as "the outstanding woman of 1951 in radio and TV," she will be honored during national encampment in New York Aug. 20-21. Other award goes to **DORIS FLEESON** of Bell Syndicate in field of journalism.

BOB ARNOTT to announcing staff KNUJ New Ulm, Minn., from KYSM and KTOE Mankato, Minn. **DENNY HAYES** transferred from announcing staff to KNUJ music librarian.

SID VAN, recent graduate California Institute of Radio & Television, L. A., to KSDO San Diego on announcing staff.

NAT LINDEN, radio-TV writer-producer, Hollywood, father of girl, Hillary Joy, Aug. 5.

News . . .

BOB ARTHUR, news editor KFH-AM-FM Wichita, Kan., appointed director of news and special events. **BOB HENRY**, WMT Cedar Rapids, to news staff, as rewrite man and reporter.

JOSEPH BURNS appointed head of newly-created special news department WNHC-TV New Haven, Conn. Department formed in order to give comprehensive pictorial report of Connecticut happenings on its forthcoming daily *World News ... Today*, to be sponsored by G. Fox & Co. department store of Hartford. New department will include crew of movie and still cameramen, reporters, and rewrite men as well as technicians to develop and edit the film. Reporters and photographers will scour state in telephone-equipped station wagons for on-the-spot coverage. National and international reportage will be provided through the usual TV and news sources. Mr. Burns, former night supervisor at WNHC, will also act as newscaster when show takes air.

SAM KAUFMAN, Washington sportscaster, to WOL Washington, in same capacity.

BRYAN FIELD, radio and TV sportscaster, appointed chairman of new blood procurement program for American Red Cross in state of Delaware.

BOB KELLEY, sportscaster KMPC Hollywood, and co-emcee KNBH (TV) Hollywood, *Kelley & Moran* sports program, recovering following emergency appendectomy.

JIM HARDY, director of TV sports programs Hoffman Radio Corp., L. A., will do TV play-by-play of Western State and Metropolitan conference junior college football games Sept. 21-Dec. 1 on KFI-TV Los Angeles.

GAIL CHAPMAN, executive secretary to **FULTON LEWIS Jr.**, radio commentator and newspaper columnist, and Lt. (j.g.) Donald Vincent Gorman, married Aug. 18. **LEWIS ALLAN WEISS**, former Don Lee president and now with NPA, gave bride away.

KEN MAYER named to news reporting staff WBZ Boston. He was with BBC and CBC.

CLIFTON UTLEY, network and local commentator, NBC-Radio-TV Chicago, to Europe at end of month for his fourth visit since 1945. He will fly to London, France and Western Germany.

BILL STOUT, senior writer, news department ABC Hollywood, starts five weekly 10-minute *William Stout Looks at The News* on KECA-TV Los Angeles.

'FREEDOM WINDS'

Balloons Plug Free Radio

SOME 2,000 balloons carrying more than 2 million messages of encouragement and hope to the people of Czechoslovakia were released from a point "near the Iron Curtain" last week in the inauguration of a "Winds of Freedom" project to supplement Radio Free Europe's radio broadsides into Communist controlled areas [BROADCASTING • TELECASTING, Aug. 13].

On one side of each message were listed the frequencies and broadcasting schedule of the free world's major stations transmitting to Czechoslovakia. These include Radio Free Europe, Voice of America, BBC, Vatican Radio, Radio Paris, and Radio Luxembourg.

The "Winds of Freedom" project relies upon the fact that, in the upper air, the winds always blow from West to East. The balloons released in last week's inaugural measured four and a half feet and were of two types. One type was a square, plastic "pillow" which returns to earth intact at the end of its flight, bearing its packet of messages inside. The other was a rubber pilot balloon of the type used it meterological observation; it bursts at 30,000 feet, scattering its messages over a wide area. The project—experimental in nature—has been under study for more than a year by leaders of the Crusade for Freedom, which finances RFE through public fund-raising campaigns.

In Greater Grand Rapids
... the most ears
are WOODpecked!

5000 WATTS
NBC
AFFILIATE

WOOD
GRAND RAPIDS, MICHIGAN

ALSO WFDF, FLINT; WEOA, EVANSVILLE; WFBM, INDIANAPOLIS • KATZ AGENCY

Strictly Business

(Continued from page 8)

brushes and powder, Omega Oil, Poslam ointment and soap, Alkaid tablets, Kotalko ointment and soap and 15 other professionally promoted brands.

Mr. Abrams is 33 years old. By some standards that's a youngster. By Mr. Abrams' standard it means he's had a chance to study and practice marketing and advertising since the day he was graduated from New York U. with a bachelor of science degree in marketing, *magna cum laude*.

For his master of arts degree, Mr. Abrams wrote a 200-page thesis, "Seasonal Variations in Marketing of Drug Products." Now, he writes contracts with the theme of marketing and selling the products he represents.

Mixed in his experience is a stint at reporting for the *Orange* (N. J.) *Daily Courier* (now *The Evening Transcript*); advertising assistant, National Biscuit Co. (1936-41); product advertising manager, Whitehall Pharmacal Co. (1941-46)—three years during this period he was liaison officer to the commander-in-chief of the British Pacific Fleet; director of market research, Eversharp (1946-47).

Edited Children's Column

One of his chief duties at the New Jersey paper was to edit a children's column under the pseudonym of "Uncle George."

"Uncle George" has many idea nephews. When with National Biscuit Mr. Abrams submitted an average of one new idea a week. Perhaps that is the reason he still is a firm believer in "the importance of the advertising idea."

That companionship with the force of an idea most likely accounts for his success with radio. He believes one of the best radio purchases he ever made was the signing of Rayburn & Finch (disc jockey team) on WNEW New York four years ago.

The Block firm now sponsors the duo on a 52-week basis in their highest rated time periods. As Mr. Abrams puts it, "the boys and the station haven't forgotten our early faith in their ability to attract a large audience."

Speaking of audiences, Mr. Abrams points to the television mystery show, *Danger*, set at 10 p.m. Tuesday on CBS Television. The company bought the time niche first, Mr. Abrams explains, in May of 1950 although it didn't have a show ready. It wanted this time period, however, realizing that it would become prime time as video got into high gear. Mr. Abrams says the program is one of the highest-rated and best liked in the mystery category on television today.

Each step up the idea ladder has been a battle. With Eversharp, Mr. Abrams entered at the peak of the "battle of the ball points," as he puts it. He pioneered on the company's Fashion Razor.

Mr. Abrams points out that Block Drug has organized its advertising for "the long pull" by purchasing network and television programs, a juvenile show, and developing high-readership in print advertising. He cites the rise in Amm-i-dent as a dentifrice.

Other people are benefiting from Mr. Abrams' experience in the advertising profession for he teaches the subject at New York U.'s Graduate School of Business Administration. He lists this as his "hobby."

In the academic world, Mr. Abrams is holder of membership in three honorary fraternities: Betta Gamma Sigma (Phi Betta Cappa in the business field); Alpha Delta Sigma (advertising), and Alpha Phi Sigma (junior scholastic).

In his profession, Mr. Abrams also is known as chairman of the Drug & Toiletry Group of the Assn. of National Advertisers Inc.

Sure Fire Salesman

(Continued from page 50)

yon, newscaster.

A recent example of the success of this format was the sale of 400 pairs of a slow-moving model shoes over an 8½-day sales period.

"To move these shoes and put our inventory in better shape," Mr. Niemeyer said, "the shoe company representative urged us to sell them in bulk to a jobber. There were lots of discontinued patterns and odds and ends in sizes. Rather than dispose of them to the jobber—and with the shoe company's consent—we put them on sale, passing along price benefits to our customers.

"We built the demand with a prelude of radio announcements on three mornings prior to the sale. First came the teaser, next day the announcement that 'tomorrow was the day,' and then the third and final day's push.

"We had phenomenal success on this sale, which we can directly attribute to radio inasmuch as we had but one single newspaper advertisement in the local shopping news. The radio schedule cost us 18.7¢ per pair of shoes sold, or putting it another way, the schedule cost us 1.8% of our advertising cost."

Niemeyer commercials are built, for the most part, on low pressure selling. Niemeyer's "advises" listeners of quality goods on display at the stores. Radio copy also talks about odd sizes . . . the 48-long suit . . . 18 shirt . . . 36 sleeve . . . suits for stout men.

The store uses WOOD on an average of 10 one-minute spots a week both during the news and at varying times in the day and early evening. During January-February and July-August merchandising periods the schedule is more than doubled. Always ease of parking in the stores' neighborhood locations, style, convenience of purchasing, personal selection of merchandise and personal service are stressed.

Founded in 1923 as a one-man operation, the John Niemeyer stores have expanded to the point that it now takes 12 men to handle ordinary business.

Mr. Niemeyer has been a director of the Optimist Club and the Lotus Club in Grand Rapids, serves on the retail committee of the Grand Rapids Chamber of Commerce. As a president of the Welthy Heights Businessmen's Association, the neighborhood in which his first store is located, he welcomed many new businesses and was instrumental in securing an entirely new program of boulevard lighting. In 1948 he was elected president of the Michigan State Retail Clothiers Association.

In January 1951 the business of the two Niemeyer stores grossed nearly 40% more than it did in the same period a year before, an increase which Mr. Niemeyer credits in large part to his radio advertising.

* * *

IN California several clothing stores are typical as firm believers in radio as the best advertising media.

Grayburn Clothes, Los Angeles, as an example, credits more than 50% of all its business in the last three years to its twice-daily 15-minute participations in the afternoon and evening record program, the *Joe Adams Show* on KOWL Santa Monica.

Direct accounts traceable to Mr. Adams (Negro disc jockey) have gone as high as 500 a month. The store estimates that average sales are $85. The firm specializes in suits and sports jackets.

About 80% of the Grayburn advertising budget goes into radio, all of which is spent on KOWL. Placement is direct.

At San Diego, Bennett's Clothiers, has specialized in men's and women's clothing on credit for the past 26 years. Two years ago they discontinued all newspaper advertising because of high rates. Since that time they have used radio exclusively.

The store has concentrated on two seasonal periods, the March-April-May spring campaign and the fall and winter promotion which includes September, October, November and December.

This April the company used one station, KFSD San Diego, 4 spots a day, 5 days a week with two morning minute spots and two afternoon chain breaks.

One morning spot was scheduled between 6 and 7 to reach aircraft workers and the other ran between 7 and 8:30 to reach the remainder of the wage-earner group.

The two afternoon spots ran adjacent to highly-rated serial dramas. A special promotion was used in the April campaign for new charge accounts. Each new customer was given a $1.35 sterling silver ash tray. The company estimated that over 100 new charge accounts during the period were attributable directly to radio with gross business 58.6% above the same four-week period last year.

The total cost of the advertising schedule was $500.

The Harris & Frank Co., with 16 stores in Southern California and one in San Jose, has sponsored five-weekly, Mon.-Fri., 15-minute 8 a.m. news shows on KMPC Los Angeles, since March 1, 1950, and finds many of its new accounts directly traceable to the newscasts.

The firm uses a combination of institutional and merchandising commercial copy. Straight selling copy is used only for special sales.

The KMPC news is supplemented with seasonal programs and spot announcements by the firm's various stores on local stations for special sales.

The firm is sponsoring baseball on KSJO San Jose. Agency is Walter McCreery, Beverly Hills.

WWJ Goes West

WWJ Detroit claims a listener in Vallejo, Calif., based on response to an offer of tickets to the Aug. 12 250-mile stock car race, made by Disc Jockey Bill Silbert on a midnight-2 a.m. show. Calls came in from Michigan, Ohio and Chicago, but the winner phoned from Vallejo and made a gift of the tickets to friends in Detroit.

HOOPER IN CHATTANOOGA
March, April, May 1951

Mon. th. u Fri.	Sta. B	Sta. C	WDEF	Sta. D	Sta. E
7:30 to 8:00 a.m.	3.2	2.0	11.0	2.3	1.0
8:00 to 8:15	2.8	2.8	13.0	3.1	2.8
8:15 to 8:30	2.1	1.4	11.0	3.3	3.0

SHARE OF RADIO AUDIENCE

	B	C	WDEF	D	E
8:00 a.m.-12:00 noon	9.3	12.2	33.5%	21.1	22.3

1370 KC · 5000 WATTS

WDEF
CHATTANOOGA

Carter M. Parham, President
Represented by BRANHAM

Respects

(Continued from page 56)

about everything else which is required to get a struggling business on its feet. Therewith, came into existence the Saginaw Broadcasting Co.

Through relentless effort, he was able in 1942 to find a better frequency for WSAM and the FCC granted fulltime operation. In 1943, WSAM became the Northeastern Michigan outlet for NBC. FM was added in 1947.

Files for Bad Axe

After his TV application was nipped by the FCC freeze, Mr. Greenebaum filed for a daytime station in Bad Axe. This grant was given in 1949, and on Feb. 11, 1950, WLEW took the air to serve 75,000 residents of that rich agricultural area. He still hasn't forsaken the ambition of bringing a TV station to Saginaw.

Today, Mr. Greenebaum's energies are devoted to overseeing policy of the two AM stations and the FM station, handling network-station relations and serving as liaison with Headley-Reed, the firm's national sales representative.

He also is helping form sales policies for the recently created Great Lakes Network, keyed out of WSAM and comprising WLEW, WFYC Alma, Mich., and WOAP Owosso.

In 1948, he organized the broadcasters of Michigan into a state association. He was unanimously elected to serve as its first president and has served since on its board of directors.

NBC affiliates recognized his administrative ability and he was elected to that network's SPAC committee, the first such owner of a 250 w affiliate (WSAM) to be so honored. Since being first elected, he has been re-elected three times, has held the position of secretary of the group, and currently is in his fourth term of office.

In 1949 he was a member of NAB's FM committee and also was a member of the Small Markets committee of NAB.

All of these activities have brought him one of the widest acquaintanceships in the industry. He has said that he has never been in a single city in America where he didn't know someone.

His radio beliefs can best be summed up in the policy that has been the guidepost for 11 years at WSAM: "Let's be local and with the people, not above 'em."

Small Family

Mr. Greenebaum's family is a small but tightly-knit one, consisting of his wife, the former Maude Angers, of Bay City, whom he married in 1933, and Red, their prized Boxer dog.

It seems to be true that the busiest broadcasters in the industry still somehow seem to find time for outside activities. Mr. Greenebaum is no exception.

In addition to Kappa Nu, he is a member of Saginaw Lodge No. 47, BPOE; the Elf Khurafeh Shrine of Saginaw, Ancient Accepted Scottish Rite Consistory of Bay City, and Saginaw Club and the Radio Pioneers of America.

If there is any time left over, Mr. Greenebaum spends it with his collection of U. S. stamps, first-day covers, and collecting and cataloguing Indian relics. And once in a while he is able to do a little hunting and fishing.

Available!

Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite

morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC of Kansas City

KFRM for Rural Kansas

TRAIN WRECK

Quick Radio-TV Coverage

RADIO-TV's quick coverage of spot news was again demonstrated Aug. 10 when the crack Southern Belle smashed into a Marine troop train 125 miles northwest of New Orleans, resulting in what was reported to be the worst train wreck in Louisiana for 20 years. Among those stations reporting their coverage of the disaster to BROADCASTING • TELECASTING were the following:

WDSU-AM-TV New Orleans was on the scene in a few hours, broadcasting reports and taking pictures. First photos were shown on the TV outlet at 3:25 p.m. the day of the accident.

WLCS-AM-FM Baton Rouge sent a special events team to the scene of the accident. Reports were phoned in and broadcast immediately. Newscaster Gene Nelson's account was the lead story on ABC's *Headline Edition* that night.

NEW WCAU CENTER

Wall To Include 323 Employes' Nameplates

STICKS and stones—and names as well—are going into the construction of the new radio-television center of WCAU-AM-FM-TV Philadelphia.

Into a brick-and-mortar wall of the center are going nameplates of 323 WCAU executives, employes and performers.

The honor of imbedding into mortar the first nameplate (his own) went to William J. Rafferty, oldest employe in point of service. Mr. Rafferty, with WCAU since February 1938, and now head of the purchasing department, was assisted by Donald W. Thornburgh, WCAU president and general manager.

This ceremony was attended by top WCAU executives who said the wall symbolized the share of each staff member in the modern plant.

Nameplates of 322 other staffers were included in the same wall by construction workers.

The plant, on a 10-acre site just outside Philadelphia, is slated for occupancy next spring. A 100,000-square-foot structure, the center will house under one roof all offices, studios and laboratories.

Mr. Thornburgh holds the nameplate as Mr. Rafferty, with brick and trowel, prepares to imbed it into the wall.

DEALERS CAUTIONED

On Set Ad Inducements

NEW YORK Better Business Bureau has notified radio, TV and furniture dealers that they must not advertise flatly that no money or cash is required as down payment with trade-ins on new receivers, appliances and furniture.

The amended Regulation W permits merchants to accept trade-ins at a value assigned "in good faith" and to deduct this value from the amount required to meet the 15% down payment, the Bureau said in a special bulletin. But, it continued, the value of the trade-in is not always enough to meet the full down-payment requirement.

WGAR Spot Up

VOLUME of spot sales during the first week of August was up 126% over the same week during 1950 and dollar volume was the best since last February, WGAR Cleveland reported last week. Contracts signed early this month served to launch the station's 1951-52 season with flying colors, according to John B. Garfield, WGAR sales manager. New clients included Amitone, Book Assoc., Brach Candy, Bromo-Quinine Cold Tablets, Citation Hats, Four-Way Cold Tablets, GE Light Bulbs, H&H Cleaner, Kool Cigarettes, Pilsner Brewing Co., Ohio State Fair, Vick's Cough Syrup, Cough Drops and Vatronol Nose Drops, Trokells, and George Washington Instant Coffee.

CANADIAN RATINGS

'Mario Lanza Show' Tops

ONLY SEVEN PROGRAMS are listed in Canadian national evening program rating for July by Elliott-Haynes Ltd., Toronto. They were *Mario Lanza Show*, with rating of 15.8, *Peggy Lee* 11.8, *The Falcon* 11.7, *Arthur Godfrey's Talent Scouts* 11, *Contented Hour* 10.2, *Gracie Fields Show* 10.2, and *Father Knows Best* 9.3.

Daytime the first five programs during July were *Ma Perkins* 13.4, *Big Sister* 12.6, *Right to Happiness* 12, *Pepper Young's Family* 11.9, and *Life Can be Beautiful* 11.4.

French-language evening programs in July were led by *La Pause Qui Rafraichet* 15.5, *Jouez Double* 15.3, *Oswald* 15.1, *L'Epervier* 14.6, and *Aube Incertaine* 11.9. Daytime French-language programs were led by *Grande Soeur* 17.8, *Quart d'Heure de Detente* 17.2, *Rue Principale* 16, *Tante Lucie* 15.8, and *Maman Jeanne* 15.4.

Mass. Defense Group

PROGRAM Advisory Committee for the Massachusetts Governor's Defense Council-Public Service Information has been named by Craig Lawrence, vice president of Cowles Broadcasting Co. and general manager of WCOP Boston. Mr. Craig recently was appointed radio representative for the unit by Gov. Paul A. Dever. Program Advisory Committee members include:

George Perkins, program director, WHDH Boston; Joseph Tobin, co-owner, WJDA Quincy; Wayne H. Latham, program director, WSPR Springfield; Harold A. Dorschug, chief engineer, WEEI Boston, technical adviser.

WHAT A "SPOT" TO BE IN

WTTN

The Nation's Richest Farm Market

Survey average of 50.8% tuned every hour to good listening.

WTTN WATERTOWN, WISCONSIN

programs promotion premiums

AROUND THE SOUTHWEST

KVOO Tulsa *Assignment Southwest*, 6:45 p.m., thrice weekly, sponsored by Atchison, Topeka & Santa Fe Railway. Program presents stories about southwest, people, places and events of Oklahoma, Kansas, Colorado, New Mexico and other southwestern states. Program originated by Ken Miller, KVOO news director.

KOA EXCLUSIVE

KOA Denver, *5:45 p.m. News*, sponsored by Standard Oil Co., fortnight ago broadcast exclusive interview with one of largest automobile dealers in United States, Fred Ward, bedfast because of heart ailment, told his version of financial collapse of his multimillion dollar automobile empire. In dark room, with rhythmic beat of oxygen machines as background, auto dealer told Bill Day, manager KOA news and special events, his plans for come-back as soon as he regains his health.

BRIGHT NEW STAR

CBS Radio Sales sending trade letter with tear sheets attached about new TV program *Holiday in Paris*. Star of film show is Delores Gray, now on Broadway. Tear sheets are reviews of her Broadway show. Series of 13 shows were filmed in Paris featuring top Parisian entertainers along with Miss Gray.

AIR WANTED POSTERS

WNJR Newark's 10:30 p.m. newscasts now end with background facts and physical characteristics of criminals wanted by FBI. Local Federal agent has recorded three spots as daytime plugs for nightly newscasts.

HIGH UP INTERVIEW

KSIB Creston, Iowa, broadcast tape interview made by Disc Jockey Jack Mills with performer in action atop 135-foot swaying pole. Recording also was used following night by aerialist during his act. Mr. Mills, prior to his radio work, was a trapeze performer.

OPERATION MURAL

WSBT South Bend, Ind., has added full-color photo mural to its modern reception lounge to show visitors "there's considerably more to a broadcasting station than soundproof studios, glassed-in control rooms and business offices." Mural shows 28-acre plot of ground five miles from city on which transmitter is located, with 480-ft. five-tower directional antenna and four shorter towers 270 feet high. Original picture was taken with fast news camera from low-flying airplane. Finished colored mural photo is 12 feet wide by 7½ feet high.

PROGRAM FOR BLOOD

WCKY Cincinnati, *Make-believe Ballroom*, Mon.-Sat., 10 to 12 a.m. and 3 to 5 p.m. Rex Dale, show m.c., devoted entire week of programs for enlisting Red Cross blood donors. Aug. 16 "Rex Dale Day" at blood center was set aside so persons pledged could assemble and give blood. Mr. Dale greeted and thanked them personally for their cooperation.

MISTER PLUS

MBS distributing folder with reprint of ad which appeared in BROADCASTING • TELECASTING showing Mister Plus, dressed as Western Prospector, leading two burros across desert. Burros are loaded down with products of six advertisers using morning time on network. Note attached to outside of folder explains that picture actually should include still another advertiser, whose $2 million account begins in October.

FISH TALES

KFMB San Diego held "round-robin gabfest" when Toastmasters International held annual convention in San Diego. Station lined up six of group's officers, three of whom lived in middlewest, and had each speak on "The Glories of Deep Sea Fishing." Station "piped" broadcast into convention headquarters as well as airing it.

TALKS HIM DOWN

WKBI St. Marys, Pa., aired request for cars to light runway at airport for distressed plane. Station reports that within five minutes 550 cars were either at field or on their way. Listener first noticed plane, station broadcast suggestion that if plane was in trouble to circle WKBI's tower. Plane did this and was brought in safely.

COURTESY CAR

KOTA Rapid City, S. D., using 'Courtesy Car" on Black Hills highways. Station wagon is equipped to give visitors answers to questions, tips on enjoying their stay and welcoming guests. Station runs show, three-time daily from car, relayed to transmitter by remote facilities.

CROSLEY GROWTH

CROSLEY Broadcasting Corp. sending trade and advertisers two-color brochure describing and picturing its WLW Cincinnati, WLWT (TV) Toledo, WLWD (TV) Dayton, WLWC (TV) Columbus, WINS New York and Crosley shortwave stations in Bethany, Ohio. Colorful brochure describes growth of Crosley stations, and contrasts its 1922 studios with those of today.

AUTO CONTEST

WCUE Akron conducted six-week automobile promotion contest, sponsored by certain auto dealers in Akron area. Contestant was to take demonstration ride in car, finish statement in 25 words telling why it is "car of today." Dealers awarded new car to winner.

BROADCASTS DONATION

KALL Salt Lake City's Sportcaster Mal Wyman aired blow-by-blow broadcast widely different from his usual stint fortnight ago by describing his sensations while giving 500 cc's of blood for servicemen wounded in Korea.

Further ideas or samples of the promotion items mentioned on the page are available by writing to the individual companies.

AIR DELIVERY

WTAG Worcester, *Accent on Paris*, weekly quarter-hour series saluting 2,000th anniversary of Paris, arranged with trans-Atlantic airline to unscrew one of rubber-bulb horns from French taxi and fly it to Worcester for program.

SELLING POWER

KCKN Kansas City circulating folder showing piles of money, crowds of people and happy shopper superimposed on air view of Kansas City, with caption: "For an in-the-money market, count on greater Kansas City." Inside folder shows map illustrating station's coverage, population and buying power figures for area.

PUPPET INTERVIEWS

KGO-TV San Francisco, *Impossible Interviews*, Mon.-Wed., 6-6:15 p.m. Features Ralph Chesse, college instructor in marionette production, and his son, Dion, who bring cast of marionettes to screen. Included is one Baron Woodly, marionette ambassador, world traveler, philospher and leturer, who conducts impossible interviews with

(Continued on page 86)

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HJMC

HOWARD J. McCOLLISTER Company

MEMBER N.A.B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

LANG-WORTH FEATURE PROGRAMS SELL AUTOMOBILES!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Caliber Programs at Local Station Cost

Programs, Promotions

(Continued from Page 85)

characters, portrayed by other marionettes, out of fairyland, storybooks and history.

'FREEDOM CITY' EVENT

"CITY of Freedom," musical spectacle commemorating Detroit's 250th birthday festival, aided by staff members of three competing Detroit stations. Fred Foy, WXYZ-AM-TV, narrator of *Lone Ranger* program, had role of "Detroit," who battled "Menace" attempting to enslave him. William Wendell, WWJ-AM-TV, appeared in many disguises as "Menace," attempting to lure "Detroit" to destruction. Sidney Brechner, WJR technician, had charge of sound effects and recording. He solved problem of carrying dialogue spoken on five stages to audience, a distance of 100 yards, by recording much of show and taping sound effects.

NEW BABY

NBC-TV and Biography Films, New York, issuing printed, pink-edged birth announcements for new daytime serial, *Cinderella Story*. Description of infant reads: "Weight: shadow weight; Length, 15 minutes; Width: 35 mm; Color: black and write; Disposition: Dramatic; Visiting hours: 5 times weekly; Diet: Daytime Serial. . . . To see this baby, call Curtis Mitchell, Regent 4-1857 or NBC."

WJZ-TV New York today (Monday) inaugurates *Uncle Lumpy's Cabin* (5 p. m., Mon.-Fri.). Hugh Brannum plays title role of kindly friend of all children. During first half of show he explains, on consecutive days, scientific origins, handicrafts, or historical events. For second half, he tells story—usually fantasy — with original music, lyrics, and animated films to help.

EYE OPENER

CJIB Vernon, B. C., Canada, sending advertisers optical illusion gimmick with message warning "Don't be fooled . . . use CJIB." Attached letter explains station's national business increasing several-hundred percent over previous year's.

POOL PROGRAM PLAN

Four Ont. Outlets Cooperate

FOUR ONTARIO STATIONS have formed a pool for exchange of programs on tape, to start Oct. 1. A preliminary test of such a pooled service has been in operation this summer, with two programs running, one from CKNX Wingham, and the other from CFOS Owen Sound. The other two stations in the pool are CFOR Orillia, and CKBB Barrie.

At a meeting it was decided that there would be 40 reels in the pool, each station contributing ten. The taped programs would be presented by Community Broadcasting Services, the pool organization, and taped programs would cover regional talks, music from local groups, regional interviews, and personality shows. Each station would contribute a program a week. Standardized opening, middle and closing announcements would be used. Tapes would be shipped between stations by mail, and a method of numbering the tapes has been set up.

'Confederate Special'

"CONFEDERATE Special" show train, originating in the South, with special sections from Memphis, Birmingham, Chattanooga, Nashville, New Orleans, and Atlanta, will carry several hundred passengers to New York to attend the Oct. 14 broadcast of NBC's *The Big Show*. Representatives of radio, press, politics, business, and southern organizations will be aboard the special. Project is an affirmation of Mistress of Ceremonies Tallulah Bankhead's aired prediction before a New England show train audience last spring that the next group "will come from Dixie."

Grid Coverage

(Continued from page 23)

series, which enters its 10th season when it starts Sept. 14, is showing "tremendous local sponsor-sales." The 15-minute program features Sam Hayes, West Coast sports expert, with football tips and predictions. It is recorded weekly at RCA Hollywood studios and flown to subscribers for broadcast in advance of the next week's games.

Grantland Rice will do a weekly 15-minute football forecast series on CBS under sponsorship of Sylvania Radio & Television Division for its Golden Jubilee Television Line. The celebrated sports columnist will include predictions, interviews, anecdotes, and timely discussions.

Standard Oil of Kentucky will sponsor 11 broadcasts of U. of Kentucky grid games on WHAS Louisville this fall, according to Neil Cline, WHAS sales director. Contract was placed through Burton E. Wyatt & Co., Atlanta.

Films of Kentucky games will be on WHAS-TV the Sundays following the contests with Coach Paul Bryant and Sportscaster Phil Sutterfield doing the commentary. Series will be sponsored by Ford Dealers of Louisville, through J. Walter Thompson Co., Cincinnati.

Marshall College Games

WPLH Huntington, W. Va., has completed arrangements with Ashland Oil & Refining Co. to carry Marshall College football contests. Station will serve as originating key for a network of West Virginia and Kentucky outlets. Ashland already has contracted for West Virginia U. games on a 21-station regional hookup, including WAJR Morgantown, W. Va. [BROADCASTING • TELECASTING, Aug. 6].

Rights for area broadcast coverage of U. S. Naval Academy tussles have been obtained by WCAV Norfolk, Va.

Ten-week schedule for Mutual's 1951-52 football *Game of the Week* broadcast also was announced last week, by Paul Jonas, network sports director. Sept. 22 will be the kick-off date for the Saturday afternoon games.

WHBC-AM-FM Canton, Ohio, will carry play-by-play broadcasts of the Cleveland Browns professional football games this season, beginning Aug. 25. Carling Brewing Co. will sponsor the grid contests.

FORMATION of Sylvania Electric Products Inc. subsidiary in Puerto Rico to fabricate mica for use in radio tubes announced. Company, Sylvania Electric of Puerto Rico Inc., is slated to start production within 60 days in Rio Piedras, a suburb of San Juan. Raymond R. Chapman is manager of plant, which will employ about 100 persons.

REPRESENTATION of WGN-AM-TV Chicago is being handled now outside key commercial centers by the George P. Hollingbery Co., station representative firm. Terms of the contract are perused by Mr. Hollingbery (l) and William A. McGuineas, WGN commercial manager. Chicago and New York sales offices of the station will service Chicago, New York, Minneapolis, Philadelphia, Boston, Milwaukee, Detroit and Cincinnati.

McCARTHY'S LIST

'Radio' Specialists Deny

TWO "radio information" specialists and one announcer cited by Sen. Joseph McCarthy (R-Wis.) in his Senate speech as being "charged with Communist activities" have issued sharp denials out of the New York office of the State Dept.'s International Broadcasting Division.

The two specialists, Robert Ross and Nelson Chipchin, and the announcer, Esther Less, decried the charges and claimed their loyalty to the United States. All are employed by the Voice of America program under IBD operational supervision. Another State Dept. employe, William T. Stone, described by Sen. McCarthy as an "information and editorial assistant," was unavailable for comment. He currently is attending an international conference in Geneva.

Sen. McCarthy has turned the list of 26 names over to the Senate Judiciary Internal Security subcommittee, headed by Sen. Pat McCarran (D-Nev.). He said the list was based on a series of "letters of charges" filed against each individual, noting that they may later prove their innocence. The charges were predicated on FBI material, he said.

* This map shows airline miles to the nearest large cities, assuring complete CBS service to the great Joplin, Mo. district.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.

Nationally Represented by
William G. Rambeau Co.

Austin A. Harrison, Pres.

UNIONS UPHELD

In Two NLRB Rulings

COMPLAINT filed by IBEW against International Broadcasting Corp. (KWKH Shreveport, La.), charging unfair labor practices, was substantially upheld in a preliminary finding handed down by a National Labor Relations Board trial examiner last Friday.

In another action the full board overruled objections raised by Westchester Broadcasting Corp. to an election held among its program department employes at WFAS White Plains, N. Y. Decision involved a dispute between the station and AFRA.

The KWKH case dealt with a complaint filed in September, 1950, by IBEW alleging failure of the 50 kw station to bargain collectively, and holding that it discharged two announcers for their union activities. A hearing was held in Shreveport May 15-18.

In its reply KWKH denied commission of unfair practices and held that, following an election among announcers Aug. 8, 1950, IBEW withdrew its original petition. Accordingly, KWKH stated, NLRB was without authority to decide the case.

Two announcers involved were Paul Crawford and Vendex Marshall, with the latter described as station manager of KCIJ Shreveport at the time of the May hearings. KWKH had attempted to show that it sought to replace them "with more talented announcers" looking toward improvement of its overall program ratings and advertising volume.

With respect to the WFAS election case, the NLRB ruling stemmed from a secret ballot taken among the employes last June 5 to which Westchester filed objections. Of nine eligible voters, six cast ballots which were challenged by NLRB regional director and kept sealed pending further investigation.

In its ruling last week, the board held that the WFAS exceptions "raise no substantial or material issue" respecting conduct of the election. Westchester charged that the election was improperly conducted, that AFRA had "coerced, intimidated and threatened" station employes, and that election notice was insufficient. NLRB ordered its regional director to open and count the ballots to determine whether program employes (including staff announcers) shall be represented by the AFRA local.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

A. M. WHARFIELD, vice president of A. C. Nielsen Co., exhibits the 545-pound bluefin tuna he landed off Wedgeport, Nova Scotia, while vacationing there earlier this month. Catch was made with homemade tackle.

WBET FACILITIES

FCC Would Grant Changes

INITIAL decision to grant WBET Brockton, Mass., change in facilities from 1 kw day on 990 kc to 1 kw fulltime on 1460 kc, directional night, was issued by FCC last Monday.

Hearing Examiner Elizabeth C. Smith found that WBET under its proposed new operation would cause some "objectionable" adjacent channel interference during the day to WSAR Fall River, Mass., but only within the Brockton metropolitan district which already is served by 12 other stations. No objectionable interference would be caused to any other outlet, the examiner concluded.

WBET's new primary daytime signal would serve a population of 312,535, while the new nighttime signal would give primary service to at least 63,130, according to the initial ruling. WBET is licensed to Enterprise Pub. Co.

Allocation Speeches

TWO TOP government allocation officials—Walter W. Watts, deputy administrator for procurement and production, Defense Production Administration, and Manly Fleischmann, DPA Administrator—last Tuesday delivered key addresses on the nation's production picture. Mr. Watts, who went to Washington from his post as vice president in charge of RCA's Engineering Products Div., spoke before the U. S. Savings Bond Div., Treasury Dept., at the Mayflower Hotel, Washington. Mr. Fleischmann appeared on ABC's *America's Town Meeting of the Air*.

INTERNATIONAL Brotherhood of Electrical Workers, Chicago local 1220 of radio and TV broadcast engineers, moves to 400 N. Michigan Ave., room 514, from 410 N. Michigan Ave. Walter Thompson is president.

FARM MARKET DATA

Agriculture News Aired by 1,312 Stations

FARM market news, an important factor in keeping the farmer in a favorable bargaining position with other industry segments, is carried daily on more than 1,300 radio stations, according to the U. S. Dept. of Agriculture.

Social and economic conditions in foreign nations would be much improved were farmers able to receive agricultural news through radio and other media, the Economic Cooperation Administration has been told by German and Scandinavian farm information specialists who have been making a tour in this country.

In explaining results of the U.S. station survey, Kenneth M. Gapen, assistant director of information in charge of the Dept. of Agriculture's Radio & Television Service, said 1,312 of the 1,922 reporting stations disclosed they carry one or more farm market broadcasts daily, an increase of 12% over the number a year ago.

First Broadcasts

First market news was broadcast in 1921, with three stations carrying the reports. This year it was found that 1,223 stations regularly broadcast reports on livestock and livestock products; 592 on fruits and vegetables; 633 on grain and feed; 932 on dairy and poultry; 288 on cotton, and 36 on tobacco. Besides the 1,312 AM outlets another 200 FM stations carried market news.

This year marked first use of farm market news by TV on a regular basis, according to the department. Five TV stations reported such programs, including WOI-TV Ames, Iowa; WCPO-TV Cincinnati; WTVN(TV) and WBNS TV Columbus, Ohio and WHIO-TV Dayton, Ohio.

Small number of stations carrying tobacco news was ascribed to the fact that the questionnaires were mailed in April. The station lists for cotton and the fruit-vegetable market news might be higher, it was explained, were the survey conducted in the autumn.

Daily information on markets, food supplies and related programs is prepared by the department for transmission by press associations to stations. In addition broadcasts are handled locally for remote programs.

Wider Use Urged

The Scandinavian and German farm information specialists felt their radio stations should devote more time to information for farmers and farm women. The nations are handicapped by shortage of stations and inadequate teletype service, with farmers getting market prices a day late.

Use of more farm news on the air and in newspapers would lead to much needed understanding of agricultural problems by the general public, the foreign visitors agreed. The nine visitors were brought to this country by ECA. Their study program was developed in cooperation with the Dept. of Agriculture.

'It's Only Temporary'

ADAMS COLHOUN, "dean" of Dallas radiomen, has retired from WFAA Dallas after 29 years with the station. He was in on its founding as a staff reporter of the *Dallas Morning News*, and ran the one-man station in a corner of the *News*' library. Opposed to the new medium, Mr. Colhoun was placated when told: "Go ahead, it's only temporary." He saw the station go from a 50-watter to 50 kw on AM, and take on TV. He was announcer, program director, and later office manager and finally station historian.

IN MONTREAL

it's

CFCF

Canada's FIRST station—wise in the ways of PROGRAMMING, PROMOTION and MERCHANDISING . . . gives you the coverage and the listenership needed to do a real selling job in this rich market area.

CANADA'S FIRST STATION CFCF

U. S. Representative—Weed & Co.

TRIBUTE TO 'BABE'

Funds Raised for Charity

SPECIAL programs commemorating the third anniversary of the death of baseball's "Sultan of Swat," Babe Ruth, were broadcast by the DuMont TV and Mutual and ABC radio networks last Thursday.

DuMont broadcast a 2½ hour program (9:30-midnight) from its Adelphi Theatre in New York, featuring baseball-land greats of past and present, and an array of show business celebrities, with master of ceremonies Dizzy Dean and co-emcee Mel Allen. The show was for the Babe Ruth Foundation. Contributions from home-viewers were requested, throughout the program, for the foundation which aids causes fostered by the Babe.

During Mutual's 10:30-11 p.m. special program, MBS President Frank White presented to the Baseball Hall of Fame a gold-surfaced transcription of the voice of Babe Ruth, made on April 27, 1947 at ceremonies in his honor at Yankee Stadium. Mutual also picked up a segment of the DuMont program which spotlighted a quiz between four major league baseball managers.

ABC scheduled an interview recorded by Joe Hasel, ABC sports commentator, with the Babe at the height of his career, and featured Herb Pruett, St. Louis Brown pitcher famous for his strikeouts of the Babe.

Mr. Bill Hinman
Kenyon and Eckhardt
New York City

Dear Billy:

Here's one fer th' books! Hit shore proves thet o'e WCHS is hard ter beat when it comes ter reachin' folks 'round Charleston West Virginny. T'other day a man called th' police an' sed a feller wuz a-drownin' in th' Kanawhy river. They rushed out but cudn't find no traces at th' s'posed place, an' 'course didn't know who had called. They ast WCHS ter help quick, so arr 'nouncer broadcast one 'nouncement askin' fer th' feller what called ter call back. This he done in lessen three minits! He wuz adrivin' along lissenin ter WCHS! He tuk 'em back ter th' place but th' any had managed ter git out an' wuz alright. Hit shore proves, Billy, effen yuh wants ter git sumpthin' acrost 'round here, yuh gotta use WCHS!

Yrs.
Algy

WCHS
Charleston, W. Va.

allied arts

IRVING F. TEETSALL, former manager WENT Gloversville, N. Y., appointed sales representative for metropolitan Philadelphia for Frederic W. Ziv Co., transcribed program producer. Mr. Teetsall was with WJTN Jamestown, N. Y.; WFPG Atlantic City and WFIL Philadelphia.

DONALD G. WEISS, for past six years information service representative of Veterans Administration in New York City, joins Frank Mason, N. Y., in public relations work.

HENRY KULKY named technical director Superman Inc., L. A., on wrestling sequences of TV film *No Holds Barred* being produced by firm. **MALCOM MEALEY,** former intercollegiate wrestling champion, also signed to assist.

ARNOLD BRASH signed by Natalie Schafer to write half-hour TV film program, *Who Are You,* which she will m.c.

HENRY M. O'BRYAN, assistant executive secretary of Research and Development Board since 1947, named manager of Physics Labs, Sylvania Electric Products, Bayside, N. Y.

E. A. (Bob) ALBURTY, Muzak franchise holder in Memphis, appointed member of communication committee of Memphis Office of Civil Defense.

LOUIS G. COWAN Inc., N. Y., radio and TV program production firm, has acquired rights to new family situation comedy for television, *Bed and Board,* starring Charles Coburn and Spring Byington.

ALAN HARTMAN, Frederic W. Ziv Co. radio representative in Pennsylvania, to Official Films, N. Y.

FRANCES INGLIS named executive secretary Screen Writers Guild by SWG Board. Appointment will be presented for ratification to general membership meeting in Oct.

LLOYD BRIDGES, film actor, signed by Jerry Fairbanks Productions, Hollywood, for first TV role as star in *A Man's First Debt,* newest in *Bigelow Theatre* dramatic TV film series.

ROBERT J. McANDREWS, managing director Southern California Broadcasters Assn., re-appointed radio and TV representative on Board of Directors of Advertising Assn. of the West.

UNITED Television Programs' N. Y. office is moving into larger quarters at 444 Madison Ave. as part of general expansion program which Executive Vice President **RICHARD DORSO** said will include additional personnel. **MILTON BLINK,** head of Chicago office, will spend most of his time in N. Y. office, commuting each week.

ARO DISTRIBUTION Corp., N. Y., announces completion of new, open-end radio transcription to be called *The Journal of Dr. Neil Stevens.* **FRANCHOT TONE,** making his debut in his first radio series, stars as doctor and **TEX WEINER,** who has written *Suspense, Richard Rogue, The Fat Man,* and other AM dramas, writes and directs. **HARDIE FRIEBERG** produces *The Journal,* and **JOHNNY GUARNIERI** and has orchestra supply backgrounds.

Equipment . . .

A. EARL FISHER, merchandising manager radio-TV division Westinghouse Electric, appointed New England district manager for division. Mr. Fisher will make his headquarters in Boston.

OTTO BIXLER appointed director of engineering Magnecord Inc., Chicago. Mr. Bixler was with Airsearch Mfg. Co. and Western Electric. **JOHN W. HINES,** chief engineer WBVP Beaver Falls, Pa., named sales engineer.

PATRICK J. McCAULEY, electrical engineer, named head of newly formed special products department. Magnecord also announces formation of new engineering development laboratory.

NATIONAL ASSN. of ELECTRICAL DISTRIBUTORS, N. Y. moves to larger headquarter offices at 290 Madison Ave.

RCA-VICTOR announces table model AM-FM radio featuring eight-inch loudspeaker, largest ever incorporated in RCA-Victor table model instrument. New radio, called "The Livingston," will retail for about $79.50.

RALPH C. WILLIAMS named eastern representative for Brand-Line sales, and **RICHARD E. BYLANDT** named manager of New York orders and service section, custom records sales division of RCA-Victor.

C. M. DUNN, named assistant manager Michigan apparatus district, General Electric Co., Schenectady. He succeeds **ARTHUR R. RINE,** appointed assistant manager of marketing. **E. C. SHORR,** assistant manager of sales for specialty transformer and ballast department, General Electric, Ft. Wayne, Ind., appointed manager of sales.

ASTATIC Corp., Conneaut, Ohio, announce new phonograph pickup cartridge, crystal model L-12 for standard 78 rpm records. Output of model is rated at approximately 4.0 volts at 1,000 cycles per second, on the Audiotone 78-1 test record. Company also announces appointment of Joseph Plasencia Inc., N. Y., to handle foreign sales of company products.

GERARD (Jerry) KELLY appointed field representative for Telefex sales division, Audio & Video Products Corp., N. Y. He was with Pedlar & Ryan and WHLI Hempstead, Long Island.

DON MORSE named assistant sales manager Eicor Inc., Chicago (tape recorders). **WILLIAM C. GEORGE** named chief engineer.

H. A. RICE appointed manager of commercial products division, Canadian Marconi Co., Montreal. He joined company in 1931, and for past year has been executive assistant to assistant general manager at Montreal.

Technical . . .

VIRGIL HINSHAW, engineer KFH Wichita, Kan., named chief engineer.

HOWARD C. LUTTGENS, chief engineer NBC Chicago, and **TED E. SCHREYER,** radio operations supervisor, honored as charter members of NBC-RCA 25-Year Club in Chicago.

LOUIS PARKS, engineer WKY Oklahoma City, father of girl, Aug. 7.

Special Deductions

ELECTRONICS and other manufacturers have been slow to realize mushrooming opportunities for deducting a traditional 5% in expenditures permitted for educational, scientific and welfare purposes in recent years. That is the gist of a new pamphlet, *The Five Percent,* released by the National Planning Assn. last week. Booklet covers deductions which corporations may make from net earnings before taxes for these purposes. A company in the excess profits category today need only use $1 of its final net profits to claim roughly $3 in tax deduction whereas formerly the ratio was five to one, respectively, it was explained. Five percent of corporate profits channeled for educational and scientific purposes today would run close to $2.2 billion, according to the booklet. Preview of the report, prepared by Beardsley Ruml and Theodore Geiger, was given before the American Public Relations Assn. last Monday. Booklet sells for 50¢ and can be obtained from NPA at 800 21st St., N.W., Washington 6, D. C.

WRITER-PRODUCER Perry Wolff of WBBM Chicago, who wrote current dope-addiction series, *The Untouchables,* reports getting numerous telephone calls from addicts who are listening to program. Mr. Wolff taped 130,000 feet of recordings for six-time series, featuring interviews with addicts.

SOONER or LATER
some aggrieved listener
accuses you of
LIBEL OR SLANDER
and THEN you'll need our
UNIQUE INSURANCE
covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is
ADEQUATE, SURPRISINGLY INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange — Kansas City, Mo

Convention Sponsor?

(Continued from page 23)

land (R-Calif.) is another prospect.

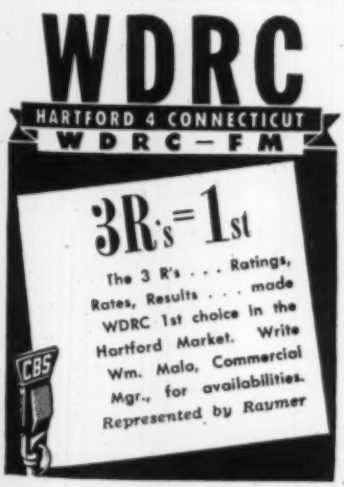
Use of TV is not as complicated in the case of Senatorial candidates as for House members, whose constituent areas are more limited. Thus, Senatorial video activity is expected to be more elastic, with the national committees furnishing a considerable portion of national campaign funds.

Fourteen of the 19 GOP Senate seats at stake will involve TV campaigning in those states blessed with television facilities. Twelve Democratic senators also will be up for re-election. All but two hail from states boasting TV outlets.

Sen. Benton and Rep. Keating have been utilizing the Senate-House Joint Recording Facility with 35mm camera equipment which apparently leaves much to be desired with respect to perfection. This reportedly has served to cool the enthusiasm thus far of some Senate and House members to plunge wholesale into TV. Question is posed as to whether the joint facility can improve its equipment and eliminate some of the complaints which arise from film techniques. Only other alternative would be live presentations on local TV stations.

The cost factor for radio-TV commitments is expected to emerge as a stumbling block until the campaigns officially get underway. Film reports thus far have been solely within the public service category, with stations sometimes making the requests themselves, inviting comparison with radio transcriptions.

Much of the work will be handled on Capitol Hill by the Republican and Democratic Senatorial and Congressional Campaign Committees, whose activities are merely in the planning stage at present. These groups have reported a measure of preliminary thinking on radio-TV participations, but little concrete action. Situation is expected to firm up when Congress adjourns about October 1. The national committees will, of course, help to prepare vital data.


WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM
3R's=1st
The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.
Represented by Raymer
CBS

Sutherland's department heads personally tell listeners, via WLAW, about upcoming sales and values. L to r: Mary Caffrey, Loretta Carney, WLAW's Richard Hickox, who handles special programs for the store, Nora Pidgeon and Frances Remitis.

★ ★ ★

RECORD OF RESULTS

WLAW Advertiser Increases Radio Budget

HERE'S what the A. B. Sutherland Co., of Lawrence, Mass., thinks of its advertising over WLAW Lawrence:

From an original radio budget of $600 in 1943, the firm has consistently increased its budget so that this year it is expected to spend $10,000.

Sutherland's, largest department store north of Boston, attributes its success over WLAW to four components of its broadcasts.

In its programs, the store gives local news of general interest, weather news, shopping information and non-commercial religious programs at Easter, Thanksgiving, Christmas and New Year's.

For its shopping news section, Sutherland's often uses department heads to describe outstanding values.

The 51-year-old company now draws customers from as far away as 35 miles. Sutherland's confines its press advertising to local newspapers and depends on WLAW, with whom its spends its entire radio budget, to reach prospective customers outside the immediate vicinity.

BETTER RADIO-TV

Calif. Group Goes National

EXPANDING scope of operation to a national basis, the Southern California Assn. for Better Radio & Television has changed its name to National Assn. for Better Radio & Television.

Headquartered in Los Angeles, the non-profit corporation will continue to "promote social, cultural and educational values in radio and television through a national program designed to arouse public interest and support for higher standards of programming," according to Mrs. Clara S. Logan, president. Projected activities include publication of a monthly magazine and an extensive organizational program, as well as continuation of current program evaluation studies and research projects, she said.

Dr. Richard Atkinson, author and lecturer, is first vice president and Dr. Lee deForest, inventor, second vice president. First new director to be elected under the national expansion program is Dr. Dallas Smythe, research professor of communications, U. of Illinois. He also is director of studies for the National Assn. of Educational Broadcasters.

AD COURSE

Opens Today In L. A.

DONN B. TATUM, director of television, ABC Western Div. and manager, KECA-TV Los Angeles, has been added to the list of speakers participating in radio and television session of the 10-day advertising indoctrination course for Southern California teachers getting underway in Los Angeles today (Monday) [BROADCASTING • TELECASTING, Aug. 13].

Radio-TV session, scheduled Aug. 28 at NBC Hollywood studios, will be sponsored by Southern Calif. Broadcasters Assn. Entire 10-day course is offered under auspices of Los Angeles and Hollywood advertising clubs and Los Angeles Advertising Women Inc., in cooperation with Los Angeles Board of Education.

Other radio-TV speakers will include John Baird, director, public affairs department, KMPC Hollywood; Myra Clark, continuity editor, KFI Los Angeles; A. E. Joscelyn, director of CBS Hollywood operations and president, SCBA; Robert J. McAndrews, managing director, SCBA.

Program will include a tour through NBC radio and TV facilities, supervised by Alan Courtney, NBC station relations and public service director.

Participating in other sessions of the 10-day indoctrination workshop will be representatives of advertising agencies and advertisers.

KNOTHOLE GANG

KOWH Treats 1,200 Kids

ACTING on the theory that baseball is no less a community project than a private enterprise, KOWH Omaha recently went to bat for some 1,200 youngsters and arranged for a special knothole section at Omaha Stadium, home of the minor league Cardinals baseball team.

Faced with a lack of enthusiasm for the knothole idea on the part of the ballclub, which feared juvenile misbehavior, the KOWH management sold the club's front office on the idea and handled complete details. It hopes to interest the YMCA, Rotary and other groups in sponsorship.

The youngsters were asked to sign their ticket of admission calling for good behavior and sportsmanship and also to obtain their parents' signatures. Station then arranged to pay five extra policemen to patrol the bleachers at the suggestion of the club. Total cost came to $41 including payment to policemen, printing of tickets and minor clerical work, KOWH said.

In reporting on the special knothole occasion, KOWH noted that one of the big problems confronting minor league baseball is to maintain a healthy interest among the youngsters for the local team. Knothole gangs have become virtually extinct since the advent of night baseball, the station observed.

Advisory Board

(Continued from Page 25)

ting their money's worth" out of radio and TV.

First industry reaction to the Benton proposals came from NARTB a fortnight ago following its discussions with John Howe, assistant to the Senator [BROADCASTING • TELECASTING, Aug. 13].

Here is a quick summary of how the so-called "amendment" to the bill and the original draft differ:

● Any officer, director, employe, or person otherwise "active" in the affairs of stations or networks would be barred from membership in the 11-man board. Formerly, persons with "financial interest in broadcast stations or networks or employes thereof" were prohibited. Not more than six members of the board can be of the same political party.

● Persons with financial interest in broadcasting activities are barred from employment with the board.

Under the bill as drafted, the board would study "programming trends of broadcasting stations" with particular emphasis to community service performed; extent of carrying programs for broadening the civic, educational and cultural interest of the American people, and "the extent to which such programs are carried at good listening hours."

Other Duties

In addition, the board would seek out potential new programming techniques; methods of financing broadcast operations; nature and composition of the "groups which exercise effective control over programming," mentioned are station operators, networks, advertisers, educational institutions.

Significantly the revisions leave out references to authority of the board to "consider and advise the FCC" on the many phases of broadcasting that it would study. Also deleted was a former reference to the encouragement of the financing of public service and educational radio and TV programming through educational institutions and nonprofit organizations or other sources.

proposals, Sens. Hunt and Saltonstall noted the opposition from the radio industry, the Senate commerce group and from FCC, and said they thought the revised versions would serve to meet most of this opposition.

Shows Way for FCC

Sen. Hunt said the advisory board was necessary to point up needs and details to both FCC and to Congress since the legislators do not have time to study "each facet" of the broadcasting industry.

As Sen. Hunt looks at the situation "broadcasters consult with FCC, the Commissions is bound to be influenced to the industry's best interests. The FCC staff becomes the creature of the broadcasters and the Commission becomes the creature of the staff."

Sen. Saltonstall said he understood that suggestions for revision of the legislation which Sen. Benton obtained in discussion with "Mr. Coy" should give the legislation a better chance to be approved.

COUNTY AGENTS

Rotate on KFSB Show

KFSB Joplin, Mo., is building up its rural audience through a local farm service program featuring six county agents of the U. of Missouri Agriculture Extension Service.

Mr. Clark

The program, *County Agent*, is heard six times weekly during the noon hour. Each day a different agent from one of six counties in the Joplin area broadcasts in informal style the latest happening in his county.

Bill Clark, general and commercial manager of KFSB, can claim credit for the program. Transportation difficulties were overcome through tape recorders.

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

Mayor Cash signs the proclamation while Program Director Ed Weston watches. ➤

ARMY DISCS

'Back Home' Recordings

THE Army is going into the hometown recording business on a large scale. In the near future the Army's news processing center at Kansas City will start producing recorded interviews with soldiers stationed around the world.

In charge of the center will be Maj. Walter A. Pennino, formerly of the *Boston Globe*. Besides serving with the 7th Armored Division in World War II, Maj. Pennino did a postwar tour as Gen. Douglas MacArthur's news chief and until recently has been helping brief Pentagon reporters on the Korean war.

Until the center is in operation, within two or three months, hometown recordings will be processed by Col. Ed Kirby's Radio-TV branch of Army Public Information, in Washington. Stations interested in receiving interviews with soldiers from their area can obtain information from Maj. Pennino, Officer in Charge, Army News Processing Center, Kansas City, Mo.

Experienced radio personnel will handle technical and production phases of the interviews. Interviews will be received at the center on tape and dubbed to disc immediately. Accompanying letter will go to the station program director, recommending the recording be given to the soldier's family as a souvenir.

The center also will supply news stories to radio and television stations, including still photos when available. It is expected the center will become a permanent clearing house, even if the Korean war ends. Staff will include 21 enlisted men, mostly ex-radio and newspaper personnel, plus 18 clerk-typists.

KSON San Diego, 250 w 24 hour independent, will increase its rates 25% by Sept. 1, according to Fred Rabell, general manager. This is fourth raise in rates since station started operating four years ago. Station's gross is reported as over 50% ahead of 1950 for first six months of this year, with complete sell-out from Wednesday through Sunday.

'WCPO DAY'

Complete Remote Operation

AUG. 9 was "WCPO Day" in Cincinnati. Mayor Albert D. Cash issued a proclamation saying so and 12,000 WCPO-AM-FM-TV listeners and viewers went out to Cincinnati's Coney Island to see for themselves.

All of the stations' daytime shows originated on the island that day. A special 20- by 60-foot stage was set up for the TV shows, and radio programs emanated from a studio and control room in the picnic pavilion. Operations began at 6 a.m. for radio and 7 a.m. for TV. Over 1,000 prizes were given away. A Crosley TV console was won by a boy who waited at the gate for 36 hours in order to be first in line for the opening.

CBC CONTROLS

Challenged by Allard

CLAIMS THAT privately-owned Canadian broadcasting stations were not given freedom of expression on news because of Canadian Broadcasting Corp. regulations, were made by T. J. Allard, general manager of Canadian Assn. of Broadcasters at Ottawa on Aug. 13. The charge was made known to Escott Reid, deputy under-secretary of State for External Affairs, when the department asked the CAB for its views on the United Nations draft convention on freedom of information.

Mr. Allard wrote the department that "Canada is one of the nations which absolutely prohibits the broadcast of news, except such types of news as may be approved in advance by a government authority, responsible directly to the executive. Nor is this done directly by legislation, but under means or regulations issued by the CBC. . . . While this condition prevails we feel that Canada would scarcely seem to be in a very strong position to urge upon others an enlightened and progressive policy on freedom of information."

Mr. Allard said the CAB felt the gravest doubts as to the usefulness of any such convention to effect any improvement in international freedom of information. He stated that the CAB felt in general agreement with the views of the Commonwealth Press Union on the subject. He suggested that Canada should clean house before telling others what to do about freedom of information.

National Lutheran Week

NATIONAL Lutheran Radio & Television Week has been proclaimed Oct. 28-Nov. 3, according to Herman H. Hohenstein, D. D., acting executive secretary of the Synodical Radio & Television Committee. During that week, ministers were urged to spread the gospel through radio. Ministers were cautioned, however, that crowded radio station schedules makes it advisable to apply early for reservations.

Milestones . . .

▶ Initial celebration of WSBT South Bend's 30 years on the air took place last week when 70,000 persons attended the annual St. Joseph 4H county fair and heard a four-day concentration of plugs for the veteran station. WSBT operated the public address system, staffed with its announcers, and an information booth at the entrance of the main exhibition hall on the fairgrounds. Station also originated numerous broadcast features from the site.

* * *

▶ WTMJ Milwaukee has entered into its 25th year on the air. The *Milwaukee Journal* station began broadcasting on July 25, 1927. The official 25th anniversary next year will be marked by special features now in the planning stage.

* * *

▶ On Aug. 26, WTJS Jackson, Tenn., will celebrate its 20th year of broadcasting. Special programs and newspaper promotions are being used throughout August in honor of the stations birthday.

* * *

▶ Two staffers at WDRC Hartford, Conn., are observing anniversaries with the station during August. Chief Announcer Russ Naughton is marking his ninth year and Eleanor Nickerson, secretary to President Franklin M. Doolittle, is observing her 15th anniversary.

'LUCKY NUMBER'

New Format, More Chances

FORMAT of the *Lucky Social Security Numbers* program operated by Azrael Adv. Agency, Baltimore, has been broadened to include additional types of numbers on which awards are made. Whereas the program originally was based on social security card numbers, the format now includes armed forces serial numbers, $1 bills and auto drivers' permits.

Number of digits in lucky numbers has been reduced from nine to six, providing more chance for listeners to win awards. The agency has paid out nearly $250,000 in cash prizes since the show started last year, according to Maurice Azrael, head of the Baltimore agency. The four-way number format has been tested in several cities.

The program was held not to be a lottery in the July 19 decision in the WWDC Washington case [BROADCASTING • TELECASTING, July 23]. In ruling that WEAM Arlington, Va., could not broadcast numbers until at least an hour after their announcement on WWDC, Judge Albert V. Bryan, of the U. S. District Court in Alexandria, Va., held the idea did not fall within U. S. lottery laws or FCC regulations.

DISCUSSING mutual problems at a meeting of San Francisco Bay Area radio and TV engineers are (l to r): Seated, Chief Engineers Harry Jacobs, KGO-TV; Al Isberg, KRON-TV; Al Towne, KPIX, and Ralph Johnson, RCA engineer; standing, Philip G. Lasky, vice president and general manager, KSFO-KPIX (TV); Vic Zack, Zack Radio Supply Co., and Joseph Kelly, RCA. Some 70 engineers attended the meeting which was held at the KPIX studios. Mr. Johnson was principal speaker, discussing latest advancements in the image orthicon and camera techniques.

WAYX WEEKEND HOST

Tourists Feted by Station, Advertisers

GUEST couples on the WAYX Waycross, Ga., *Welcome World* program are given an unusual sample of southern hospitality. First they are scared half-to-death, then they are feted.

Unsuspecting motorists are stopped by a stern command of a local police officer. The motorists, usually out-of-towners, wonder why they are being arrested, what law they possibly could have violated.

They are much relieved when the policeman invites them not to appear before a judge but to be guests of the city and to appear on the program, *Welcome World*.

If the visitors consent to be weekend guests, they are given a police escort to the city limits where they are met by the mayor and the city commissioners.

Wide Entertainment

During the weekend the visitors are partied, given a sightseeing plane ride, a visit to nearby Okefenokee Swamp, a long-distance phone call to a person of their own selection, and gifts from local merchants.

On the weekly *Welcome World*, they are interviewed informally. When the guests set out again to continue their trip, they do so with a full tank of gasoline, courtesy of another local merchant. The programs are sponsored by local civic clubs.

KBS AFFILIATES

Wolf Reports 460 Total

KEYSTONE Broadcasting System last week reported 460 station affiliates, of which 39 have been added since April 1. This was told to the board of directors at a meeting in Chicago by President Sidney J. Wolf.

Mr. Wolf

The number of network advertisers is "at an all-time high," he said, adding that Keystone volume for the first six months in 1951 is more than three times that of the same period last year. Ten new advertisers, "all national radio users," were signed during the first half of this year, and 11 other advertisers have signed for sponsorship of fall programs.

Pointing up growth of the 11-year-old network, the president noted that 352 Keystone affiliates "are completely outside of TV coverage."

Addie Davis Cobb

FUNERAL services for Mrs. Addie Davis Cobb, mother of Wilton E. Cobb, general manager, WMAZ Macon, were held Aug. 16 in Eastman, Ga., her home. Mrs. Cobb died Aug. 14. In addition to her son she is survived by a sister, Mrs. Jennie Davis Sessoms.

"REAL AMERICAN BREAKFAST," campaign by Log Cabin Syrup, Aunt Jemima Pancakes, Swift's Premium Bacon and Pan American Coffee Bureau, will be boosted by radio and television on *Garry Moore Show* (NBC-TV); *Show of Shows* (NBC-TV); *Don McNeill's Breakfast Club* (ABC); Log Cabin's CBS newscast and *Yankee Hometown Food Show*

FLOOD AID

Red Cross Lauds Radio

"IMMEDIATE and generous response" by the nation's radio stations to fund-raising plea of the American Red Cross for aid to midwest flood victims has been cited in a message to Harold E. Fellows, NARTB president, by E. Roland Harriman, president of American Red Cross.

Help of NARTB membership stations "has been an inspiration to the entire Red Cross organization, and has demonstrated once again the dedication to public service of all those associated with the broadcasting industry," Mr. Harriman said. "Your wholehearted cooperation will be a major factor in helping sustain our campaign."

In a letter to Theodore S. Repplier, president of Advertising Council Inc., Mr. Harriman praised the council for "obtaining the all-out support and cooperation of the radio and television industry to reach the public with our emergency flood relief appeal for $5 million."

ALL-NEGRO STAFF

WEDR Enters Third Year

WEDR Birmingham on Aug. 28 enters its third year of broadcasting with an all-Negro staff. Serving the 242,000 Negroes of Jefferson County, Ala., the station claims to be the first completely Negro-staffed broadcast outlet in the nation.

"In the two years of operation many changes have come about in both types of programs and in the attitudes of the residents of the area served," according to Paul E. X. Brown, WEDR news editor.

"These two years have been years of trials, of success and achievements. By the widespread response to the use of Negro personnel in southern radio and the pointing of programs to the Negro market, WEDR has given the green light to a new field and provided opportunities in heretofore unexplored avenues."

Idea for the all-Negro staff was conceived by J. Edward Reynolds, who with his two partners (also white) spent some $30,000 getting the operation under way.

For Girls Only

AT WNJR Newark, N. J., the "W" in the call letter is believed to stand for "women." Last five babies born to wives of staff members have been girls. Fathers are Art Hodges, newsman; Harry Wapshare, personnel manager; John McCafferty, supervising engineer; Tom Costigan, news editor; and finally, Harry Goodwin, general manager, father of four girls. The five are fathers of 17 children, all of them girls.

'RED' TELEGRAPHERS

Monitor State Secrets Is Claim

THE SENATE Internal Security Subcommittee has released testimony taken in secret session on "subversive infiltration in the telegraph industry."

With the report, which recommended that legislation be passed to bar any organization found to be Communist controlled from certification as a bargaining agent by the National Labor Relations Board, Chairman Pat McCarran (D-Nev.) charged that Communists and sympathizers have ready access to the nation's defense and diplomatic secrets with a number of defense units open to their 'monitoring."

The report also recommended the Justice Dept. prosecute for perjury seven officials of the American Communications Assn., named during the hearing as Communists or former Communists. They were alleged to have failed to sign non-Communist affidavits required under the Labor-Management Relations Act of 1947. Sen. McCarran Aug. 9 introduced legislation embodying these recommendations.

PILLSBURY MILLS, Minneapolis, reports net income of $2,676,049 for fiscal year ending May 31, $1 million more than that of last year, $1,524,915. Income per share this year was $4.27, contrasting with $2.16 paid last year. Sales rose $23,688,102 in fiscal year to $224,780,042.

Advertisers like to read ads, too. And so advertising in Printers' Ink is read by the leading **buyers of advertising** not only because they are interested in the **stations** and markets they might use, but also because they have a professional interest in your copy, layout, etc.

FCC actions

AUGUST 10 THROUGH AUGUST 15

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

August 10 Decisions . . .

BY THE SECRETARY

Increases in transmitter output power of the following TV stations granted Aug 3: WAGA-TV Atlanta, Ga. vis from 3.4 kw to 5 kw and aur. from 1.9 kw to 2.5 kw. WBKB Chicago vis from 2.18 kw to 5.0 kw, and aur. from 1.49 to 2.5 kw. WDEL-TV Wilmington, Del., vis from 292 w to 500 w, and aur. from 210 to 250 w. WGAL-TV Lancaster, Pa. aur. from 245 w to 250 w. WHAS-TV Louisville, Ky. vis. from 890 w to 4.6 kw, and aur. from 670 to 2.3 kw. WJAC-TV Johnstown, Pa. vis. from 3.5 kw to 5 kw, and aur. from 2.0 kw to 2.5 kw. WICU Erie, Pa. vis. from 333 w to 500 w. WKTV Utica, N. Y. vis. from 2.25 kw to 4.3 kw and aur. from 1.12 kw to 2.15 kw. WSAZ-TV Huntington, W. Va. vis. from 3.6 kw to 5 kw. WTVJ Miami, Fla. vis. from 440 w to 5 kw, aur. from 220 w to 2.5 kw. WTVN Columbus, Ohio vis. from 1.52 kw to 5 kw, aur. from 0.83 kw to 2.5 kw. WXEL Cleveland, Ohio vis. from 4.1 kw to 5 kw, aur. from 2.42 kw to 2.5 kw.

WJAX-TV Jacksonville, Fla.—In view of District of Columbia Court of Appeals Decision rendered June 28, 1951, upholding Commission's Decision of July 26, 1950, denying application for extension of completion date filed by WJAX-TV, the station records were retired to the files and call letters deleted.

August 10 Applications . . .

ACCEPTED FOR FILING

License for CP

KCRA Sacramento, Calif. — License for CP to increase power, change DA and install new trans.

KCBS San Francisco, Calif.—License for CP to change frequency, power, install new trans., change DA etc.

KRCC Colorado Springs, Col. — License for CP new non-commercial educational FM station.

Modification of CP

WORZ-FM Orlando, Fla.—Mod. CP new FM station to change ERP from 18.5 kw to 16.43 kw, ant. from 300 to 304.5 ft. etc.

License Renewal

WUOA Tuscaloosa, Ala.—Requests renewal of license.

August 13 Decisions . . .

ACTION ON MOTIONS

By Comr. Rosel H. Hyde

Coast Fork Bcstg. Co., Cottage Grove, Oreg.—Granted petition for continuance of hearing from Aug. 20 to Sept. 21, in Washington, D. C., on its application and that of Williamette Bcstg. Corp., Eugene, Ore.

WHIM Providence, R. I. — Granted petition requesting dismissal without prejudice of application.

Radio California, Sacramento, Calif. —Granted petition requesting dismissal without prejudice of its application.

By Hearing Examiner Basil P. Cooper

KTHS Little Rock, Ark. — Granted motion by counsel for applicants to correct transcript in various respects.

By Hearing Examiner Elizabeth Smith

Richland Radio, Pulaski, Tenn. — Granted petition for continuance of hearing in proceeding upon application and that of WKSR Pulaski, Tenn. from Aug. 14 to Oct. 9.

Chief, Broadcast Bureau — Granted petition requesting that time for filing proposed findings of fact in proceeding upon applications of Easton Publishing Co., Easton, Pa., and that of Allentown Bcstg. Corp., Allentown, Pa., be extended from Aug. 15 to Oct. 1.

WBET Brockton, Mass.—Granted petition requesting that transcript in proceeding upon its application be corrected in various respects.

By Hearing Examiner Fanney N. Litvin

KUNO Corpus Christi, Tex.—Granted petition for continuance of hearing in proceeding upon application from Aug. 15 to Sept. 17 in Washington, D. C.

By Hearing Examiner H. B. Hutchison

WLOW Norfolk, Va., and **WHLF South Boston, Va.**—Dismissed petition of WLOW and supporting letter filed on behalf of WHLF requesting that hearing in proceeding upon application of Stone Bcstg. Corp., Emporia, Va., now scheduled to be held in Washington on Aug. 8, be postponed for at least sixty days.

By Hearing Examiner J. D. Cunningham

FCC General Counsel—Granted motion requesting that certain specified corrections be made in official transcript of hearing conducted in matter of Marcel De Velez, Elmhurst, N. Y.

August 13 Applications . . .

ACCEPTED FOR FILING

AM—1250 kc

Eastland, Tex.—CP of Eastland County Bcstg. Co. for new AM station on 730 kc 250 w D AMENDED to change to 1250 kc 1 kw D etc.

Name Changed

WEKZ Monroe, Wis.—License for CP new AM station AMENDED to change name from partnership d/b as Green County Bcstg. Co. to Green County Bcstg. Co. Inc.

License for CP

KFAC-FM Los Angeles, Calif.—License for CP new FM station.

TV—Ch. 4

WBEN-TV Buffalo, N. Y.—CP new TV station AMENDED to decrease ERP from 100 kw vis. 50 kw aur. to 880 w vis. 440 w aur. and change type vis. and aur. trans. and ant.

KRLD-TV Dallas, Tex.—CP to increase ERP from 15.1 kw vis. 7.5 kw aur. to 100 kw vis. 50 kw. aur. and add power amp. to trans. equipment.

License Renewal

Following stations request renewal of license: KVOA Tucson, Ariz.; KCRA Sacramento, Calif.; KCOK Tulare, Calif.; WLIZ Bridgeport, Conn.; WKAT Miami Beach, Fla.; WTAL Tallahassee, Fla.; WLBK Dekalb, Ill.; WKAN Kankakee, Ill.; WEEK Peoria, Ill.; WWCA Gary, Ind.; KOKX Keokuk, Iowa; WDSU New Orleans, La.; WSPR Springfield, Mass.; WORC Worcester, Mass.; WXYZ Detroit, Mich.; WBBC Flint, Mich.; WOOD Grand Rapids, Mich.; WTCN Minneapolis, Minn.; WJDX Jackson, Miss.; WGFC Kalamazoo, Mich.; KFSB Joplin, Mo.; WKOP Binghamton, N. Y.; WWHG Hornell, N. Y.; WOV New York; WHLD Niagara Falls, N. Y.; WGWR Asheboro, N. C.; WJSW Altoona, Pa.; WERC Erie, Pa.; WANS Anderson, S. C.; WELP Easley, S. C.; WRR Dallas, Tex.; WTAL-FM Tallahassee, Fla.

August 14 Decisions . . .

BY THE COMMISSION EN BANC

WPTZ Philadelphia, Pa.—Denied request for authority to conduct experimental color TV broadcasts over WPTZ from 9 a.m. to 10:30 a.m. (regular hours of operation) on Aug. 9 only.

BY THE SECRETARY

San Antonio Television Co., Area San Antonio, Tex.—Granted license for TV pickup KA-7896.

WSM Nashville, Tenn.—Granted license for installation of new aux. trans. at present location of main trans.

WRAK Williamsport, Pa. — Granted license for installation of new trans.

WLAM Lewiston, Me. — Granted license for installation of new aux. trans.

WMAK Nashville, Tenn.—Granted license for change in DA; cond.

WCLO, Janesville, Wis.—Granted license for installation of new trans.

WGBS Miami, Fla.—Granted license to use aux. trans. as alt. main trans. during night operation only.

WJEJ-FM Hagerstown, Md.—Granted license for changes in existing FM station: Ch. 284 (104.7 mc), 9.4 kw; ant. 1340 ft.

WKPT-FM Kingsport, Tenn.—Granted license for changes in existing FM station: Ch. 253 (98.5 mc), 4.5 kw; ant. minus 85 ft.

Following were granted mod. CP's for extension of completion dates as shown: WSVA-FM Harrisonburg, Va. to 9-29-51; KFVS-FM Cape Girardeau, Mo. to 2-25-52; KISS San Antonio, Tex. to 11-1-51 WBBB-FM Burlington, N. C. to 10-1-51; WBSC Bennettsville, S. C. to 2-20-52; cond.

WJOC Jamestown, N. Y.—Granted license for change of facilities, change in hours operation, installation of new trans. and change trans. location (1340 kc 250 w unl.)

Columbus Bcstg. Co., Columbus, Ga. —Granted request to cancel CP and delete FM STL KIB-41.

WABA Aguadilla, P. R. — Granted mod. CP to change type trans., cond.

Badger Bcstg. Co., Madison, Wis.—Granted request to cancel licenses and delete remote pickups KA-4109, KSA-549, KSA-550.

WWPC-FM Muscatine, Iowa.—Granted mod. CP for extension of completion date to 11-1-51.

Gulfport Bcstg. Co. Inc., Area Pensacola, Fla.—License extended on temporary basis for KA-3373 to Sept. 1, subject to change in frequency which may result from proceedings in Docket 6651.

KILO Grand Forks, N. D.—Granted license for installation of new trans.

WKLJ Sparta, Wis.—Granted license for AM station: 990 kc 250 w D.

Village Bcstg. Co., Oak Park, Ill.—Granted license for remote pickup KA-9202.

WJSW-FM Altoona, Pa.—Granted license for FM station: Ch. 261 (100.1 mc) 135 w, ant. minus 170 ft.

WASH Washington, D. C.—Granted license for FM station: Ch. 246 (97.1 mc) 15 kw, ant. 470 ft.

KCSB San Bernardino, Calif.—Granted mod. license to change name to San Bernardino Valley Bcstrs.

WGPC Albany, Ga.—Granted CP to

FCC Roundup,

Page 96

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 18 years"
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change type trans.

KIDO Inc., Boise, Idaho—Granted CP for new remote pickup KA-9440.

KCKY Coolidge, Ariz.—Granted CP to make changes in trans. equipment.

WNBH New Bedford, Mass.—Granted CP to install new trans.

KABR Aberdeen, S. D. — Granted mod. CP for approval of ant., trans. and studio location and change type trans.

WKIN Kingsport, Tenn. — Granted mod. CP for approval of ant. and trans. location and to make change in trade name to Cy N. Bahakel, tr/as Sullivan County Bcstrs.

WNEW New York, N. Y.—Granted mod. CP for extension of completion date to 3-15-52; cond.

WJPR Greenville, Miss. — Granted mod. CP for extension of completion date to 9-4-51; cond.

The Commission, by the Acting Secretary, on dates shown, granted STA's for increases in trans. output power of following TV stations: WENR-TV Chicago, Ill. (from vis. 4.42 kw to 5 kw); WBRC-TV Birmingham, Ala. (from vis. 4.06 kw to 5 kw, and aur. from 2.03 kw to 2.5 kw); WWJ-TV Detroit, Mich. (from vis. 3.35 kw to 5 kw, and aur. from 2.09 kw to 2.5 kw); WTVR Richmond, Va. (from vis. 3.53 kw to 5 kw, and aur. from 1.86 kw to 3 kw); WOI-TV Ames, Iowa (from vis. 4.14 kw to 5 kw); WCAU-TV Philadelphia, Pa. (from vis. 4.41 kw to 5 kw); WFBM-TV Indianapolis, Ind. (from vis. 4.58 kw to 5 kw); WCPO-TV Cincinnati, Ohio (from vis. 4.4 kw to 5 kw); WHBF-TV Rock Island, Ill. (from vis. 2.36 kw to 5 kw, and aur. from 1.12 kw to 2.4 kw); WNBK Cleveland, Ohio (from vis. 4.2 kw to 5 kw); WNBQ Chicago, Ill. (from vis. 4.69 kw to 5 kw, and aur. from 2.4 kw to 2.5 kw); WSYR-TV Syracuse, N. Y. (from vis. 4.45 kw to 5 kw); WNBF-TV Binghamton, N. Y. (from vis. 2.56 kw to 5 kw); WNBT New York, mod. STA granted to operate in accordance with BMPCT-825 except vis. from 1.42 kw to 5 kw, and aur. from 1.165 kw to 2.5 kw, and to operate aux. ant. with increase in vis. trans. power output from 4.15 kw to 5 kw; KNBH Los Angeles (from vis. 2.97 kw to 5 kw, and aur. from 1.5 kw to 2.5 kw); KFMB-TV San Diego, Calif. (from vis. 3.65 kw to 5 kw); WCBS-TV New York (from vis. 3.4 kw to 5 kw); WKY-TV Oklahoma City (from vis. 3.85 kw to 5 kw and aur. from 1.7 to 2.5 kw); WKZO-TV Kalamazoo, Mich. (from vis. 2.55 kw to 5 kw).

WSM-TV Nashville, Tenn.—Granted license for commercial TV station and to change studio location, ant. height 682 ft.

August 15 Applications . . .

ACCEPTED FOR FILING

AM—1110 kc

KBND Bend, Ore. — CP to switch from 270 kc to 1110 kc and change DA system.

CP to Replace CP

KPOR Riverside, Calif.—CP to replace CP, as mod. and reinstated, which authorized a new FM station and expired 5-22-51.

License Renewal

Following stations request renewal of license: WVMC Mt. Carmel, Ill.; KREI Farmington, Mo.; KFBB Great Falls, Mont.; KSWA Graham, Tex.; KTAE Taylor, Tex.

TV—Ch. 10

WBNS-TV Columbus, Ohio—CP to increase ERP from 24.30 kw vis. 12.15 kw aur. to 192.72 kw vis. 96.36 kw aur., ant. 450 ft. etc.

TV—Ch. 4

WOAI-TV San Antonio, Tex.—CP to increase ERP from 21.6 kw vis. 10.8 kw aur. to 100 kw vis. 50 kw aur. and change type trans., ant. 480 ft.

TV—Ch. 6

WTVR Richmond, Va.—CP TV station AMENDED to delete change from metropolitan to rural station and change ERP from 28.8 kw vis. 18.7 kw aur. to 2.04 kw vis. and 1.02 kw aur.

APPLICATIONS RETURNED

WSHB Stillwater, Minn.—RETURNED applications for assignment of license to a new partnership, and from thence to a corporation, St. Croix Bcstg. Co.

FORFEITURE

KOOS Coos Bay, Ore.—FORFEITED CP to change from 1230 kc 250 w to 630 kc 1 kw DA-DN, install new trans. and change trans. location, in accordance with Section 1.314 (a).

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Opportunity near future for aggressive sales-minded general manager. Full experience necessary. Progressive, successful station. Liberal salary guarantee, plus bonus arrangement. Contact F. A. Higgins, General Manager, WITZ, Jasper, Indiana.

Salesman

Radio station salesman. Topflight salesman to call on radio stations selling nation's number one radio programs. $150 week draw. Exceptional opportunity. Write full details about yourself. Box 384K, BROADCASTING.

Good deal for man experienced sports and sales. Upper midwest. Box 511K, BROADCASTING.

5 kw Mutual midwest station in market of over 100,000 has opening for experienced salesman to handle national and regional accounts. Adequate draw against commission. Box 545K, BROADCASTING.

Salesman for local accounts. Draw and commission. Texas station. Box 623K, BROADCASTING.

Salesman for 1000 watt network affiliate. Prosperous Michigan community where retail sales are way above national average. Guaranteed salary. Give background and references first letter. Box 660K, BROADCASTING.

Salesman; national list exclusive stations; for Chicago office. Prefer man with knowledge of Chicago agencies. Straight comm. and small draw. Wonderful opportunity for man who believes he has selling ability. Write Box 663K, BROADCASTING.

Sales manager thoroughly experienced, proven producer, ready to mix in community life, needed for immediate opening at progressive Florida major network affiliate. Right figure for right man with starting account list. Send full details, compensation requirements, documented references air mail to Box 668K, BROADCASTING.

Advertising experience preferred, but not necessary. Excellent living conditions. Salary, plus over-ride. KTIP, Porterville, Calif.

Salesman-announcer wanted for independent station. Good proposition for right man. Send disc, full details, first letter to R. L. Fowler, WGAT, Utica, N. Y.

Experienced salesman. Liberal guarantee against billing now on air. High commission all business over guaranteed basis. Conscientious man can earn four to five figure income. No one-call high-pressure boys please. Contact by phone, wire, letter, F. A. Higgins, WITZ, Jasper, Indiana.

Experienced salesmen desiring wonderful opportunity for advancement. See Clarence Beaman, owner, WKGN, Knoxville, Tenn., available for personal interview at Greenbrier Hotel, White Sulphur Springs, W. Va. August 24-25, date of BMI Clinic.

Salesman wanted—1 kw. Independent station. $70.00 draw, 15% commission. Write or call WKRT, Cortland, N. Y.

I have requests for good salesmen from stations throughout the U. S. A. If you have a good personal and sales record and wish to advance yourself, send complete information and photo to the Fred A. Palmer Co., Worthington, Ohio.

Announcers

Sportscaster-announcer. Must be tops play-by-play and competent special events, general staff. Above average earnings right man. Midwest. Write all Box 512K, BROADCASTING.

Eastern New York station expanding staff, needs disc jockey-news reporter. Must be versatile. Box 560K, BROADCASTING.

Wanted — experienced announcer - DJ abilities, Iowa station, salary commensurate with ability. Send full particulars including picture and audition to Box 626K, BROADCASTING.

Help Wanted (Cont'd)

Fulltime regional station needs morning announcer. Must be able to run good morning program including newscasts. Several years experience required. Send disc including news and segment of record program, along with references and educational history. Box 562K, BROADCASTING.

We don't want announcers with pear-shaped tones and bad inflection. We want two air-salesmen with personality and naturalness who understand their job. Excellent positions with a good company. Restricted to good men now working. Send detailed personal history as part of your audition. Box 603K, BROADCASTING.

Wanted, immediately by 250 fulltime Liberty affiliate on Florida east coast, a woman combo, must have first phone, attractive personality and ability to handle disc jockey show beamed at service men in this area. Excellent pay if you can produce. Send photo and disc immediately to Box 615K, BROADCASTING.

Wanted: Experienced sportscaster, football and basketball play-by-play, some board work, salary commensurate with ability. State expected starting salary —Iowa station. Send full particulars including picture and audition. Box 624K, BROADCASTING.

We have staff announcing position open for good man who isn't afraid of work. Small station, small staff, plenty of chance for advancement. If interested, give all information in your first letter as well as audition disc. Box 639K, BROADCASTING.

A star to hitch your wagon to! We need a "Mr. Versatility" from around New England. Accent on news. Start around $60, good talent prospects. Fast growing, live-wire independent chain. If you're from the northeast and you're g-o-o-d, shoot audition and details immediately. Box 654K, BROADCASTING.

Newscaster. Strong air personality, newspaper background desirable, for editing and delivering local news. Permanent. Top network station, newspaper affiliated, nice sized community for family man. East. Reply in detail, send disc. Confidential. Box 681K, BROADCASTING.

Wanted: Announcer-engineer for early morning shift, who can really put across early morning programs. Hours of work will average around 44 hours weekly. This is an excellent opportunity for the right man. Salary is dependent entirely upon ability. Radio Station KBRL, Box 342, McCook, Nebraska.

Announcer-engineer. Starting salary $70.00 week with increases to follow determined by ability. Send disc. Salesman also wanted. KLIC, Monroe, Louisiana, dial 3-4617.

One news and one announcing vacancy, expanding organization. Contact Norman at KSTT, Davenport, Iowa.

Immediate opening established Mutual affiliate, combination announcer and engineer, first phone, car helpful. Good top pay, permanent position, 40 hour week. Experience preferred. Contact Dave Button, KSVP, Artesia, N. Mexico.

Fulltime network affiliate has immediate opening for ambitious, sober staff announcer. Salary commensurate with ability and experience. Send audition, references, qualifications first letter. Ticket an asset but not required. KXAR, Hope, Arkansas.

Wanted, combination announcer-engineer. Must be experienced and average or better on announcing. Mutual station in small town. Living expenses low. Housing available. Pay depends on hours and ability. Send full information along with audition disc to L. M. Neale, General Manager, WALD, Walterboro, S. C.

Help Wanted (Cont'd)

Immediate opening, announcer, experience not necessary. Send complete information and audition disc WASA, Havre de Grace, Md.

Wanted, experienced announcer with first class license. WBIP, Booneville, Mississippi.

Wanted: announcer from North or South Carolina or Virginia for regular staff announcing to start around first of September. Contact Allen Wannamaker, WGTM, Wilson, N. C.

Announcer-engineer combo wanted. WMTE, Manistee, Michigan. New station, good hours, good pay. Write or call Jack Powell.

Announcer-engineer, first phone, send disc, resume. WNNT, Warsaw, Virginia.

Announcer capable of high school football and basketball play-by-play. Good salary. Excellent conditions. In small market. Contact Ed Damron, WPKE, Pikeville, Ky.

Announcer - engineer, first phone. WWGS, Tifton, Ga., Phone 921.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING.

Engineer or combination for 250 watter near N. Y. Box 585K, BROADCASTING.

Engineer first phone license to work 1000 watt station in western Pennsylvania, on temporary two months basis. Box 622K, BROADCASTING.

Wanted—engineer. Capable of assuming chief's duties, thoroughly experienced in construction and maintenance. Send photograph, starting salary and letter of experience. Box 636K, BROADCASTING.

Transmitter engineer for western Penna. 250 watter. Car not essential. $50.00 for 42 hours. Address Box 674K, BROADCASTING.

Wanted, engineer-announcer immediately. Must have first ticket, good voice. Experienced, starting pay $60. Box 678K, BROADCASTING.

Want combination engineer-announcer first phone. Good voice required. State salary required first reply. KCOG, Centerville, Iowa.

Combo: First class engineer-announcer for combination job at KCOW, Alliance, Nebraska. Salary depends on experience. Send audition.

Needed immediately, a man with first class phone ticket to handle combo job. Excellent earnings. Permanent position. Car needed. Writé, wire or phone WCDL, Carbondale, Penna.

Engineer, first class license. Immediate opening. WEAV, Plattsburg, N. Y.

Engineer with 1st class ticket wanted immediately by progressive 250 watt station. No better working conditions anywhere. Must be able to take announcing shift. Can pay $55.00 weekly or more. Phone or wire collect. John Garrison, Radio Station WFUN, Huntsville, Alabama.

Southeastern network station wants experienced first class operator with car, capable of maintenance and recording as well as transmitter watch. Computation not swollen by long hours. 40 hour week with time-and-a-half for occasional overtime. Permanent job replacing man gone to TV after five years our staff. Write, wire or phone Bill Atkinson, WGBA, Columbus, Georgia.

Help Wanted (Cont'd)

Need engineer now. Prefer combination man. Permanent. WGGA, Gainesville, Georgia.

Immediate opening for experienced engineer with first class ticket. Contact Allen B. Jones, Radio Station WGNI, Wilmington, N. C.

Combination engineer - announcer for 36 hour week, air conditioned studios, high salary, free transportation, network station. WGYV, Greenville, Alabama.

Immediate opening for first class ticket at FM station. Experience not necessary, but car required. WHDL-FM, Olean, New York.

Wanted: First phone engineer, 1 kw, ABC, under construction. Good TV prospects. $57.50, 44 hours. Reply, Chief Engineer, WORD, Spartanburg, S. C.

Opening first class operator at $1.55 per hour, 46 hour work week. Permanent only. WPAD, Paducah, Kentucky.

Production-Programming, Others

Copywriter-announcer for Florida daytime LBS affiliate. Southerner preferred. Box 608K, BROADCASTING.

Wanted—experienced farm man, work early shift with noon time farm program. Salary commensurate with ability. State expected starting salary, Iowa station. Send full particulars including picture and audition. Box 625K, BROADCASTING.

News director, able to take full charge of a live wire news room in a leading 5000 watt, north-central network affiliate. Must be a topflight newscaster, thoroughly experienced in local reporting, editing wire copy and be able to direct other news personnel. Reply in confidence, giving detailed previous experience, salaries, when available and attach small photograph. Box 413K, BROADCASTING.

Assistant radio director-instructor, man or woman, wanted by leading eastern radio broadcasting school. School year starts in September. Applicant must have had varied professional experience including writing. If you can teach, here is a good opening. Send resume, references, photo and salary requirements in first letter. Box 642K, BROADCASTING.

Organist-pianist, for combined position as musical director of station and organist at restaurant. Will handle music library, play 3 daily shows for station; will play luncheon and dinner at cafe. Permanent work in good southeastern city. Total weekly income to start $135 per week. Should have your own organ or be willing to rent one for use in restaurant. Write or wire Box 665K, BROADCASTING.

Woman copywriter. Southwest. Send audition disc, copy and recent photo, Box 672K, BROADCASTING.

Experienced secretary - copywriter Western Pennsylvania independent. Position opening in September. Please send full details, photo, copy samples and salary required. Box 673K, BROADCASTING.

Newsman: We are interested in a responsible man with a good news voice to take charge of news programs for this station; must know how to collect, write, rewrite local, state and national news. Write WHDL, Olean, New York.

Situations Wanted

Managerial

Sales manager, 7 years experience, first class phone, consider managerial post. Road representation for transcription service or radio equipment company. Single, 28 years old. Box 552K, BROADCASTING.

Commercial manager of top 5000 watt station wants permanent sales opportunity in NYC market this fall. Exceptional record in sales and management. Married, college graduate, veteran. Present owners know of this ad. If interested, don't put this off. Box 650K, BROADCASTING.

Situations Wanted (Cont'd)

Experienced executive, former NAB official, twenty years operating, administrative and legal background, past nine years in Washington, available for capital connection or assignment, limited travel. Own Chevy Chase home; extensive civic, club and government affiliations. Present connection, $25,000 per year, now requires too long absence from home. Will consider less. Can make change on thirty to sixty days notice. Write Box 556K, BROADCASTING.

Experienced commercial manager or salesman. Veteran and draft exempt. Holds college degree. Available for interview about September 1st. Now at 5 kw as commercial manager. Box 649K, BROADCASTING.

Station and/or sales manager who can sell is available. Thoroughly capable, long experience all phases radio. Efficient, economical management, strong sales and public relations. A profit maker. Mature, fine personality and good showmanship. Everything that makes a successful station. Prefer a small or medium market. Reasonable salary and percentage. Box 661K, BROADCASTING.

No big build-ups. No fantastic promises. Just a commercial manager with a fine record wanting permanent position. Am now employed 250 w network affiliate. Desire change in location. Efficient, businessman. 28, married, college education. Experienced in all phases of radio. Stations with high pressure policy do not answer. Box 677K, BROADCASTING.

Station or sales manager available! Thorough knowledge of all station operations. Long experience, efficient management, sales and public relations. College graduate, family, extremely reliable. Box 680K, BROADCASTING

Manager-sales manager, 20 years newspaper-radio management, sales, programming, continuity experience. Mature, responsible, aggressive. Community minded, excellent record. Family man, college graduate. Desire change excellent personal reasons. Now employed sales manager, KOEL, 500 watt Liberty affiliate, Oelwein, Iowa. Go anywhere, available interview. Salary-commission basis. Experience opening three stations. Gene Callahan, 37 Second Avenue, S. E., Oelwein, Iowa. Phone 8441J.

Announcers

Sportscaster, network references. 6 years experience doing play-by-play of college and professional football, basketball, boxing and baseball. Married and draft exempt. Box 431K, BROADCASTING.

Play-by-play football, basketball, baseball. Five years experience. Never without sponsor, seek sports station. Assist in programming, production, announcing. Box 551K, BROADCASTING.

Combination announcer-engineer. Definitely top-level. Excellent voice. Seventeen years experience in positions as chief engineer, chief announcer, program director, newscaster-editor, consultant. Former station owner. Advise salary. Box 566K, BROADCASTING.

Experienced sportscaster, available on two weeks notice to station now employed. Desiring position to do football, basketball, baseball. Three years experience. Married vet with university degree. Will send audition tape on request. Please include terms. Box 567K, BROADCASTING.

Good sports man available. Baseball, football, basketball, boxing experience. Married. Veteran. College. Age 31. Box 568K, BROADCASTING.

Hillbilly DJ, know, like hillbillies. Seven years with own top western unit. Want right permanent spot. Please no "stuffed shirt" station replies. Also news, commercials. Details, transcription request. Available around first of September. Box 571K, BROADCASTING.

Sports announcer, 52 months extensive play-by-play experience, handling more than 1000 events, including Big Ten and pro basketball, prep football, Three-I league baseball, Golden Gloves and pro boxing. Married, 28, draft exempt, seeking better market. If you do year-round play-by-play, give a listen to one sincerely wrapped up in his work. Employed. Box 576K, BROADCASTING.

Seeking job as announcer — Negro. Trained Radio City, college background. Strong on DJ, commercials, news. Clean cut; pleasing voice, can write commercial copy. Disc available. Box 598K, BROADCASTING.

Announcer. Five years all phases. Now PD. $80. Box 604K. BROADCASTING.

Announcer. Three year man all phases. $75. Married, draft exempt. Box 605K, BROADCASTING.

Newswriter, 50 kw midwest, desires return to sports play-by-play. Broadcast Northwestern U 1950 football games. Also have handled basketball, baseball, track. Journalism Masters, Northwestern. Full details and references. Box 609K, BROADCASTING.

Topnotch sportscaster can be available approximately October 1st as sports director for established station. A really outstanding mike man with 5 years experience in metropolitan area on all major sports. Family, finest references. Box 619K, BROADCASTING.

Sportscaster: Play-by-play Big Ten and prep basketball and football, class A baseball; college trained; presently employed 1000 watt station sports director, 6 years experience, married. Box 620K, BROADCASTING.

Seven years experience. All phases of announcing, board operation, production and programming, sports play-by-play, news writing and editing. Draft exempt. Box 621K, BROADCASTING.

Experienced - combination announcer. Family, vet, 25. DJ, news, commercials, board operation, all-round man. Photo, disc and background on request. Box 628K, BROADCASTING.

Sportscaster, sports director two years, strong basketball, football, play-by-play, news vet, college, network employed. Prefer northeast, highest references. Box 630K, BROADCASTING.

Staff announcer, vet, college, graduate leading radio school. All phases. Disc. Box 632K, BROADCASTING.

Permanency more important than big money! Experienced sports announcer, 15 years play-by-play all sports, minor, major league, live reconstruction. Guarantees top job to station offering fulltime sports position where honesty, hard work, and loyalty are appreciated. Best references. Box 633K, BROADCASTING.

Top rated newscaster - announcer, thoroughly experienced all fields. News editing, local reporting, re-writing. Proven record top-rated high caliber newscasts nations major markets. Television experience. College graduate. Married. Interested stability, congenial atmosphere and co-workers. Available September 1st. Box 641K, BROADCASTING.

Female disc jockey, available now. Experience in all types programs. Control board operator. Tape available at request. Box 651K, BROADCASTING.

Announcer, disc jockey, knowledge control board operation, light experience. Strong on news and copywrite talent. Married, draft exempt, reliable, ambitious for opportunity, willing to travel. Resume and disc on request. Box 656K, BROADCASTING.

Experienced better than average staff announcer completing third year on same 250 watter. Trained and experienced news editor, writer, reporter and newscaster. Degree. Strong on ad lib. M.C. experience. Steady, sober, and references. Box 658K, BROADCASTING.

Not a hot-shot or know it all: But five years excellent background work as announcer and PD. Mature voice and ideas with ability to back them up. Married, children, interested in permanency with station offering honest opportunities to promote good ideas. Box 666K, BROADCASTING.

First class adult announcer seeks a berth with progressive station. Box 669K, BROADCASTING.

Westward ho! Employed, extra-aggressive announcer with newscasting, DJ, production, control board, sales, script, managerial and some sports experience. Interested in announcing position in California, Nevada, or Arizona. College degree. Superior voice. Executive ability. Young, married and draft exempt. Appear at own expense for audition. Write or wire Box 670K, BROADCASTING.

Station break. Young married veteran in search of break in radio. Thoroughly trained all phases of radio including control board operations. Disc, resume available. Good references. Will travel. Box 671K, BROADCASTING.

Experienced announcer-engineer-salesman. Desire permanent position with a future at aggressive station. Family, car. Box 675K, BROADCASTING.

Available Sept. 1. Announcer, four years experience. General staff, baseball and football, special events, former program director and promotional manager. Operate board, draft exempt, married. Box 679K, BROADCASTING.

Technical

Experienced engineer desires position in south. Box 469K, BROADCASTING.

Shorthanded after vacations? I might fill that engineering position. 4½ years AM transmitters thru 5 kilowatts directional. Remotes, recording, maintenance. Southeast, preferably mountains. $75.00 minimum. Box 617K, BROADCASTING.

First phone, inexperienced, 23, draft deferred, state salary, hours. Box 631K, BROADCASTING.

Chief engineer of RCA one kilowatt seeks employment as operator with larger station. Capable, reliable, veteran, family man. Box 634K, BROADCASTING.

Capable first phone now with 5 kw directional AM desires connection with equal or larger station operating and believing in FM. Will consider chief at small AM-FM. Require $4100 yearly. Draft exempt veteran, 32, single, car. All inquiries answered. Box 635K, BROADCASTING.

Engineer, available two weeks notice. Ex Signal Corps, long radio experience, 9 years broadcast, Washington and south. Age forty-nine, single. Box 640K, BROADCASTING.

Engineer, degree, license, 15 years experience chief, combo. Box 652K, BROADCASTING.

Transmitter operator, vicinity New York City or New England. Box 657K, BROADCASTING.

Engineer, 4 years experience. Transmitter, studio. Disc, tape recording. Remotes. No combo. State salary. Box 659K, BROADCASTING.

Engineer, 12 years experience 5 kw, AM, FM directional, transmitter, studio, remote experience. Prefer position with living quarters for family. Write particulars. Box 664K, BROADCASTING.

Hold first class operator's license, want employment within 40 mile radius of Providence, R. I. D. Federico, 58 Barton St., Providence 9, R. I.

Engineer, chief engineer, experienced. Available immediately. Desire position as chief. Small station or straight engineering position if salary is right. References, will relocate. Contact James Gray, 58 Sailly Avenue, Plattsburg, N. Y.

Production-Programming, Others

Girl, experienced all phases women's, children's programming and continuity. College background. Seeking position with progressive radio and/or TV station, New York-New Jersey area. Box 606K, BROADCASTING.

Program director for small-medium market station. 7 years varied experience at 1 and 5 kw. Traffic, production and public relations knowhow. Married, hard worker, completely reliable. Best references. Box 618K, BROADCASTING.

Capable woman experienced in program, selling, public relations, broadcasting and business departments desires larger opportunity with reliable operation. Prefer west but will go anywhere. Box 637K, BROADCASTING.

For sale: Experienced draft exempt copywriter-program director. Wants agency or station job in or near large city. Box 646K, BROADCASTING.

Traffic director, receptionist. Presently employed at network affiliate. Experienced. Single. Box 648K, BROADCASTING.

Program director. 10 years radio. Carolinas. Now employed. $65. Box 653K, BROADCASTING.

Recent university graduate, radio journalism degree. Want writing job in radio news department. Practical experience writing newscasts. Veteran. Hold two degrees. Box 655K, BROADCASTING.

Want a good buy? Here's one. 3½ years solidly based in good production, 26, degree and experience in producing both radio and stage shows. Speciality shows and special events his babies. News and sports director for a red hot news and sports town. Writes own copy. Looking for job with producing opportunities in TV or livewire radio station. References proof of ability. Box 662K, BROADCASTING.

For two years I've produced New York's leading local daytime TV show. Lots of net and local experience in production agency liaison, films, promotion, etc. Desire to join an agency or a station that needs an all-round production man. Box 667K, BROADCASTING.

Writer-announcer, college graduate, now employed. Four years copywriting experience, three years announcing. Married, one ⅔ children. Disc and sample copy on request. Box 676K, BROADCASTING.

Copywriter, creative radio copy background in all phases, must be station to advance. Data, copy samples. Box 682K, BROADCASTING.

Television

Announcers

Experienced radio announcer-actor, 25, 3 years large eastern Pennsylvania market, desires position with TV station. Conscientious. Willing to start at bottom. Available immediately. Box 638K, BROADCASTING ● *TELECASTING*.

For Sale

Stations

Established (1000 watt) daytime station in rapidly developing area in central Massachusetts. Owner has other interests which demand his attention. Priced right to sell. Box 483K, BROADCASTING.

250 watt station, one station market rich agricultural-industrial Wisconsin city. Combination operation. Grossing $90,000. Priced $65,000. $10,000 quick assets included. Terms. Box 627K, BROADCASTING.

Equipment, etc.

GE 3 kw **FM** transmitter and monitor. Box 107J, BROADCASTING.

For sale or trade, channel two or three bay bat wing antenna type TF-3A will sell or trade for channel three five bay bat wing antenna. Immediate delivery. Box 398K, BROADCASTING.

For sale, complete broadcasting equipment for FM radio station, all bought new 3 years ago, includes 3 kw W. E. transmitter, 54A 8 bay W. E. cloverleaf antenna. 25B W. E. console, 2 Fairchild turntables, 225 ft. self-supporting Blaw-Knox tower, G. E. type BM-1-A FM station monitor, plus many auxiliary items all in excellent condition, contact Box 544K, BROADCASTING.

Tower, 178 ft. Truscon self supporting with base insulators and hardware. Brand new. Write Box 647K, BROADCASTING.

For sale: One composite 250 watt transmitter, tower, Quonset hut, two turntables and console. Complete 250 watt station except for frequency and modulation monitors. First $5,000 takes it. WBSC, Bennettsville, S. C.

For sale: FM transmitting equipment (used two years), available on "as-is" basis at operating site. RCA Pylon type BF-14A/B complete. Wincharger type 300 guyed tower, 250 feet complete with Hughev & Phillips lighting equipment. Communication Products 1-⅝" transmission line type 505, 320 feet complete with #48-507 dehydrator. RCA FM transmitter-type BTF-3B, 3 kw., 103.3 mc. complete. Hewlett-Packard 335B frequency and modulation monitor, 103.3 mc. complete. 23 acre transmitter site with cinder block transmitter bldg., located in North Royalton, Ohio, in lobe of DA of standard AM station. Mail sealed bids on any or all items by September 1, 1951 to: Paul E. Miley, 1025 Chester Avenue, Cleveland 14, Ohio.

(Continued on next page)

Wanted To Buy

Equipment etc.

Used four-bay side-mount FM antenna. Prefer Andrews or Collins. Wire KITE, San Antonio, specify frequency.

Wanted—GRC 1181-A or similar type frequency monitor, must be good condition. Priced right. WLAY, Box 230, Sheffield, Alabama.

Help Wanted

Announcers

DISC JOCKEY WANTED

Must have proven success record as D.J., in a competitive market. A real opportunity awaits the man who can deliver. 5 kw network station, metropolitan north central market. Give full particulars about previous experience, salaries earned and expected, and attach small photo. Confidential.

BOX 450K, BROADCASTING

Situations Wanted

Television

Salesmen

TV TIME SALES

Former agency account executive, radio and TV director. Sold and serviced all types of TV. Merchandising experience with one of America's leading retail chains.

Young, aggressive, conscientious. Can produce results for station or representative. Willing to travel.

BOX 645K, BROADCASTING • *TELECASTING*

For Sale

Stations

only station

250 watt daytimer in excellent southwestern small community, serving an area of 100,000 population. Ambitious owner-manager can pay this property out in three to four years. Sales above $50,000 now, larger potential. Not a distress property, as it has always made money. $50,000 price includes $10,000 quick assets, half down. Please state your cash position. Box 573K, BROADCASTING.

For Sale (Cont'd)

STATION FOR SALE:

City population around 105,000. Primary population 200,600. Isolated market in mid-south. Independent station in 5 station market. Should gross over $120,000 this year with profit before taxes of $32,000 with absentee manager. Owner manager could cut expenses $2,000 per month. Studio and business office included in price of $125,000.00. Box 629K, BROADCASTING.

Equipment, etc.

for sale

One GE STL—in satisfactory operation for two years over span of thirty-two miles.

BT-9-A 10 watt transmitter, complete with tubes and two crystals, 940.5 megs.

One BR-5-A receiver, complete with tubes and two crystals, including FA-38-A panel.

Two 6 foot parabolic reflectors and Dipole antennae, brackets and fittings.

200 foot RG-18-U cable in two lengths with fittings.

BOX 616K, BROADCASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE

Confidential nation - wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.

HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH AUGUST 15

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,289	2,256	134		291	125
FM Stations	654	542	120	1*	9	3
TV Stations	107	86	23		425	171

* On the air.

* * *

Docket Actions . . .

INITIAL DECISION

WBET Brockton, Mass.—Hearing Examiner Elizabeth C. Smith issued initial decision favoring grant of application to switch from 990 kc, 1 kw, daytime only, to 1460 kc, 1 kw, fulltime, night-directional; engineering conditions. Decision Aug. 13.

Non-Docket Actions . . .

TRANSFER GRANTS

WRIC Richlands, Va. — Granted assignment of construction permit from Clinch Valley Bcstg. Co., a partnership, to Clinch Valley Bcstg. Corp., owned by same partners. Granted Aug. 10.

WKVA Lewistown, Pa.—Granted involuntary transfer of licensee corporation from Paul Newton, deceased, to Mary E. Newton, administratrix of the estate of Paul Newton, deceased. Mrs. Newton now controls 70%. Granted Aug. 9.

WSBA-AM-FM York, Pa.—Granted involuntary transfer of control from Louis J. Appell, deceased, to Helen P. Appell, Louis J. Appell Jr., George H. Appell, and the York National Bank & Trust Co., executors of Louis J. Appell's estate. Executors control 100% interest. Granted Aug. 6.

New Applications . . .

AM APPLICATIONS

Newport, Vt.—Memphremagog Bcstg. Co., 1490 kc, 250 w, fulltime; estimated construction cost $13,106; first year operating cost $40,000; first year revenue $50,000. Principals include President-Treasurer E. Dean Finney (4.56%), 46.1% owner WTWN St. Johnsbury, Vt.; Vice President Richard M. Adams (3.06%), 4.4% owner WTWN; Twin State Bcstrs. Inc. (45.6%), licensee of WTWN; Roland E. Royer (12.1%), manager Red Wing Pavilion Derby; Marie A. Albinus (7.6%), 4.4% owner WTWN; Margaret Stark (7.6%), 8.8% owner WTWN; J. Gordon Keyworth (4.5%), 1/3 owner WMNB North Adams, Mass., and 30 other Vermont residents and companies. Filed Aug. 15.

Levelland, Tex. — Prosperity Land Bcstg. Co., 580 kc, 500 w, day; estimated cost $20,250; operating cost $30,000; revenue $40,000. Equal partners are David R. Worley, 25% owner New Frontier Bcstg. Co. which has applied for a new AM station in Seminole, Tex., and Bruce C. Zorns, vice president Brownfield State Bank & Trust Co. and Yoakum County State Bank. Partners also are applying for an AM station in Lovington, N. M. (below). Filed Aug. 15.

Lovington, N. M.—Prosperity Land Bcstg. Co., 1250 kc, 1 kw, day; estimated cost $19,250; operating cost $30,000; revenue $40,000. For applicant's business connections, see Levelland, Tex. application above. Filed Aug. 15.

TV APPLICATIONS

Lafayette, Ind.—WFAM Inc., Ch. 59 (740-746 mc), 18.24 kw vis., 9.12 kw aur., antenna 364 feet; estimated construction cost $158,000; first year operating cost $75,000; revenue $75,000. Applicant is licensee of WASK and WFAM (FM) Lafayette, Ind. Filed Aug. 10.

TRANSFER REQUESTS

KEYL (TV) San Antonio, Tex. — Transfer of control San Antonio Television Co., licensee, from 21 present stockholders to The Fort Industry Co. through sale of 5000 shares (100%) for $1,050,000. Fort Industry owns WSPD-AM-FM-TV Toledo, WWVA-AM-FM Wheeling, WMMN Fairmont, W. Va., WAGA-AM-FM-TV Atlanta, WGBS-AM-FM Miami, WJBK-AM-FM-TV Detroit, WSAI-AM-FM Cincinnati. Filed Aug. 10.

WOW-AM-TV Omaha, Neb.—Transfer of control Radio Station WOW Inc., licensee, through sale of 100% interest to Meredith Engineering Co., subsidiary of Meredith Pub. Co., for $2,525,000. Meredith owns WHEN Syracuse, N. Y. and has TV applications pending for Albany, N. Y. and Rochester, N. Y. [BROADCASTING • TELECASTING, Aug. 13]. Filed Aug. 10.

KOOK Billings, Mont. — Relinquishment of control The Montana Network, licensee, by C. L. Crist through sale of treasury stock to present stockholders. President Crist owns 50.68% now and will own 34.84% after transfer. Vice President J. Carter Johnson will own 33.61%. Total of 516 shares will be sold for $51,600. Filed Aug. 13.

WREV-AM-FM Reidsville, N. C.—Acquisition of control Reidsville Bcstg. Co. Inc., licensee, by William M. Oliver Sr., present 50% owner, through purchase of other 50% for $3500 plus certain obligations from C. R. Oliver Sr. Filed Aug. 13.

KWCB Searcy, Ark.—Acquisition of negative control White County Bcstg. Co. Inc. by C. M. Dodd through retirement of 60% interest held by W. R. Smith and J. F. Higginbottom. Filed Aug. 13.

WKID-AM-FM Urbana, Ill.—Assignment of license from Kemper-Fabert Inc. to Sterling Bcstg. Co. for $62,500. Equal partners in transferee are Robert E. J. Snyder, 42% owner of KXIC Iowa City, Iowa, and Gene W. Phillippe, former chief announcer with KXIC. Filed Aug. 10.

WKYB-WKYC (FM) Paducah, Ky.—Assignment of licensee from Paducah Newspapers Inc. to WKYB Inc. through delivery of 5% bonds worth about $114,000. New corporation is controlled by the Paxton family who also control Paducah Newspapers. Transfer is requested in order to allow employes of the station to acquire some ownership interest and to simplify tax structure. Filed Aug. 13.

WRYO Rochester, Pa. — Assignment of license from Beaver Valley Radio Inc. to Michael Baker Jr. (70%) and S. W. Calkins (30%), a partnership of the two major stockholders in Beaver Valley. Consideration consists of assumption of obligations and liabilities. Filed Aug. 15.

Canada Meet Agenda

REPORTS on various phases of Canadian broadcasting feature the agenda of the annual meeting of the Western Assn. of Broadcasters at Banff Springs Hotel, Banff, Alberta, Aug. 30-Sept. 1. Reports will be made by Pat Freeman, sales director of Canadian Assn. of Broadcasters, Toronto; W. R. Souch, Canadian Marconi Co., Montreal, on Canadian broadcast engineering conference held last fall; Harold Moon, assistant general manager of BMI Canada Ltd., Toronto; and William Guild, CJOC Lethbridge and past board chairman of CAB on Massey Royal Commission report on broadcasting. Elections will be held Sept. 1.

TINY TV camera is demonstrated by M. S. Klinedinst (l), manager of RCA Industrial Equipment Sales, to Dr. Roy K. Marshall, conductor of the NBC-TV program, *The Nature of Things*. Heart of the camera is the tiny Vidicon pickup tube.

RACING BOOM

Laid to Kefauver, TV

TELEVISION is proving a boon to the nation's racetracks—and trackmen are wont to attribute clicking turnstiles in part to Sen. Estes Kefauver (D-Tenn.) and the Senate Crime Investigating Committee which held televised hearings on gambling operations.

Credit to the Kefauver group, which TV projected sharply on the public consciousness, is given by race track owners who report a booming business in point of increased attendance (20%) and trackside betting (25%). Some 16 million racing fans wagered a trifle over $1 billion at 44 tracks during the first seven months of 1951, according to the *Wall Street Journal*.

George Widener, president of Belmont Park, N. Y., describes TV as a key factor in introducing racing to a broader public and whetting appetites. Partial TV coverage of racing events was cited. Another official, Fred Ryan of Tanforan, claims that the Senate committee put the quietus on off-track betting and spurred actual attendance.

A spokesmen for the Empire City Racing Assn. of New York noted that "television is uniquely suited to giving the public a complete show without giving it the entire show." The Wheeling Downs management in West Virginia also finds TV stimulating, too, and is negotiating with some Pittsburgh breweries for sponsorship of races, the *Journal* reported.

AMA Colorcasts

CLOSED circuit colorcasts of new operating techniques will be used by American Medical Assn. during its convention in Los Angeles Shrine Auditorium Dec. 4-7. Employing CBS color system on Smith, Kline & French equipment, the telecasts will be scheduled daily from 9 to 11 a.m., and 2 to 4 p.m., it was said.

BLOOD DRIVE

Radio-TV Joining United Effort

RADIO-TV broadcasters will be asked to contribute their time and talent on behalf of a concerted national drive to replenish blood plasma supplies for the U. S. armed forces, beginning next month.

Extensive plans for the campaign, primed for a full 12-month period, were revealed last week by the Dept. of Defense, which is launching the drive in cooperation with The Advertising Council. NARTB also is expected to cooperate through its member stations.

Kickoff of the broadcast phase is tentatively set for Sept. 10, with a special radio-TV simulcast on major networks agreeing to carry the program. Celebrated entertainers and military officials are slated to participate. Final network commitments had not crystalized late last week.

The Defense Dept. drive, as distinguished from the blood program already initiated by the American Red Cross for national civil defense, will enjoy the support of a number of coordinating groups, including the department's Office of Public Information under Director Clayton Fritchey. Once again the program will be worked out with the Red Cross.

Paul Gaynor, vice president of Buchanan & Co., New York and former member of Gardner Advertising Co., Washington, is charged with planning and coordinating the vast program. Mr. Gaynor, on loan to the Defense Dept., will report directly to Mr. Fritchey.

Lt. Frank Junell (USN), former commercial manager of KEYL-TV San Antonio, now with the department's Radio-TV Branch, will direct all broadcasting activities, according to Charles Dillon, branch chief.

Supplementing the special inaugural program will be a continuing schedule of network spots and promotions, as well as special features on prime network shows. Additionally, complete radio kits will be distributed to local stations.

★ Material will include suggested announcements, mats and photos, tie-ins with local Red Cross and armed services installations, and film slides when available.

The drive already has been approved by The Advertising Council, which is allocating special announcements on major programs over a yearly basis. Official announcement was made last week by Mr. Gaynor, along with Mr. Dillon.

The agency executive is working out detailed plans for radio-TV cooperation with Lt. Junell and industry through NARTB.

Mr. Gaynor welcomed the support of the broadcasting industry which, he noted, has "proved a tremendous force in (such) emergencies." Confidence was expressed by defense authorities that the program will be successful, largely through broadcast cooperation and support.

INSIDE GOVT.

Mahoney in WBAL-TV Series

WHERE is your tax dollar going? Just what are the functions of the various government agencies and departments? These and many other timely questions are spotlighted in a new WBAL-TV Baltimore public service feature, *United States Newsreel*, telecast weekly, Friday 9:30-10 p. m.

Built on authoritative facts, the series is composed of official U. S. Government films, with two to three reels being used on each telecast. Adding additional authority to the project is George P. Mahoney, Democratic National Committeeman for Maryland, who selects and interprets the films on the series.

WBAL-TV officials report "tremendous" response to the premiere showing of *United States Newsreel* Aug. 10. Switchboard was swamped and a heavy load of mail and telegrams continues to pour in, the station reports.

BERLE VS. SINATRA

Have Opposite TV Spots

FRANK SINATRA will be pitted against Milton Berle on Tuesday nights from 8-9 p.m., in what has become the focal point of the television contest between CBS and NBC. Announcement of who the CBS Television Division would send against Berle, ruler of the ratings, in his regular time slot was made Tuesday by Hubbell Robinson, Jr., vice president and director of network television programs for the CBS Television Division.

The Frank Sinatra Show, as it has been known since 1945, will originate at first in New York before moving to Hollywood and will start in October, the exact date to be announced later. The crooner's stint will retain its variety format, with the headliner performing both song and emcee duties. Background support will be provided from a weekly guest list of stellar names.

It's All Greek

A NEW note of democracy has been injected into the bloodstream of Greek politics complete with radio trimmings. The Athens radio station in Greece reportedly is offering 20 minutes of broadcast time each day to Greece's 15 political parties. New policy also was interpreted as a departure from practices of previous governments which had monopolized the station and, in some instances, denied use of any type political broadcasts. Some editorial comment suggested that the measure may become a permanent feature of Grecian politics.

Mr. Paulsen waves to televiewing fans on sidewalk reporter program.

★ ★ ★

HEY TAXI!

Meet TV-Wise Paulsen

THERE'S a cab driver in San Francisco who pulls his cab right up into the television screen, gets out and starts telling stories; a habit that cab drivers seem to have not only in San Francisco but also in New York, Philadelphia, Denver, London, Paris, and any place else on earth.

There's a catch, however. This cab driver is a real operator of a taxi not an actor. He also advertises a product, the Yellow Cab Co. of San Francisco.

This story-teller is Vic Paulsen, once-upon-a-time radio announcer, news commentator and disc jockey, who took to cab driving because he liked meeting people and it was a good way to keep eating. Mr. Paulsen shows up on most TV programs on all three local stations. His favorite is KRON-TV's *Man on Mission Street*, a sidewalk reporter TV program, where the camera catches Mr. Paulsen and cab pulling up at the curb. Rhoades & Davis, San Francisco advertising agency handling the rolling-stock talent, says he is popular with viewers and gives informative commercials.

IN THE FUTURE

GE Uses TV at Meeting

A FORETASTE of the "Sales Convention of the Future" may be had in Chicago on Sept. 5, when executives of General Electric Co.'s Appliance Division and 150 of its distributors and salesmen gather in NBC-TV studios for a closed-circuit preview of the network's *Bill Goodwin Show*, to be sponsored by GE.

The event will be part of the GE appliance division's sales counselors convention in Chicago. All 48 interconnected stations of the NBC-TV network will be fed the closed-circuit telecast, and each station is being requested by NBC to summon local GE distributors and appliance dealers into its studios to look in on the meeting.

Starting Sept. 11, the GE Appliance Division will sponsor the *Bill Goodwin Show* on NBC-TV Tuesday and Thursday, 3:30-4 p.m., through Young & Rubicam.